

MAR -6 1925

✓ ©CIL 21208 ✓

✓ TOO MANY KISSES ✓

✓ Photoplay in 6 reels ✓

✓ From the Story "A Maker of Gestures" ✓

✓ by John Monk Saunders ✓

✓ Screen Play by Gerald Duffy ✓

Directed by Paul Sloane

Author of the photoplay (under section 62)
Famous Players Lasky Corporation of U.S.

MAR -6 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

New Lives for Old - 7 reels

For Many Times - 6 reels

Respectfully,

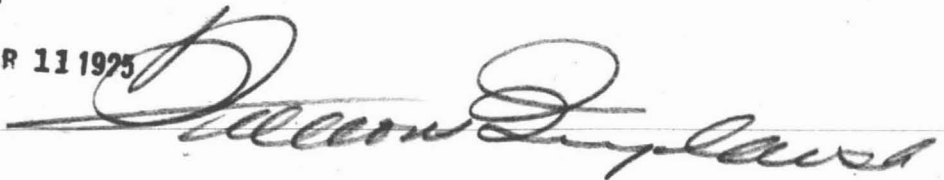
FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
New Lives for Old	3-6-25	©CIL 21207
For Many Times	3-6-25	©CIL 21208

The return of the above copies was requested by the said
Company, by its agent and attorney on the 6th day of
March, 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

MAR 11 1925



"Too Many Kisses" Is 6 Reels—5,759 Feet Long

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky present

RICHARD DIX

"TOO MANY KISSES"

with Frances Howard
From the story "A Maker of Gestures" by John Monk Saunders
Screen play by Gerald Duffy
Directed by Paul Sloane
A Paramount Picture

PURPOSE: To Help You Sell

The Picture to the

"TOO MANY KISSES", STARRING STORY FULL OF COLOR AND

©CIL 21208

Dix at the Rialto In Latest Picture

Has Great Screen Role in
"Too Many Kisses"



Richard Dix
in the Paramount Picture
"Too Many Kisses"

Production Mat 1PA

(Synopsis Story)

TOO MANY KISSES," Richard Dix's latest starring picture for Paramount, will be the feature at the.....Theatre on..... next to remain for.....days.

Dix, as a gay young American with a weakness for beautiful girls; Frances Howard, who is featured in the leading feminine role opposite the star; and David Powell, knife-throwing Captain of the Guards, are the chief figures in this story of romance and adventure in an atmosphere rarely pictured on the screen.

"Too Many Kisses" was directed for the screen by Paul Sloane from Gerald Duffy's adaptation of the Cosmopolitan Magazine story, "A Maker of Gestures," by John Monk Saunders.

This picture is said to put "Manhattan," Dix's first starring picture, in the shade as far as entertainment goes and fans will remember "Manhattan" as a great laugh picture.

The story of "Too Many Kisses" carries the star to the Basque country, in the Pyrenees between France and Spain. He is accompanied by the faithful old Simmons, sent by Bob's father to keep the younger Gaylord from losing his chance to become a junior member in his father's company by wasting his time with the

Brief Facts, Highlights Of Romantic Action-Drama

Author, Scenarist, Cameraman and Big
Scenes in Second Famous Forty
Film at a Glance

Star

RICHARD DIX. With "Manhattan," Dix firmly established himself as a full-fledged Paramount star. In "A Man Must Live" he added thousands to his list of admirers and in "Too Many Kisses" he steps out in a role that is something entirely new for him—a picture that is bound to prove the most popular thing Dix ever made.

Director

Paul Sloane, who made his debut as a picture director with "A Man Must Live."

Featured

Frances Howard, who at this writing has a leading role in the Broadway stage success, "The Best People." Miss Howard made her bow to motion picture audiences in the title role of Paramount's "The Swan."

Scenarist

Gerald Duffy.

Cameraman

Hal Rosson, who did the photography of "Manhattan," "A Man Must Live," "The Story Without a Name" and others.

Type of Story

A delightful comedy-romance of a gay, free young Ameri-

can, exiled from his home because of a weakness for beautiful women. The story is laid in a colorful background—the Basque country in the Pyrenees between France and Spain.

The Plot

Dix, as Robert Gaylord, has one weakness—women. His father sends him abroad, presumably to search for some unknown metal. He arrives in the little town of Touraine and the minute he sets his eyes on Miss Howard, as the Spanish beauty, Yvonne, he's sunk.

Julio, captain of the guards and in league with the bandits who infest the country, takes objection to the attention Dix pays Yvonne and the star has to beat him up a couple of times before he is convinced that Gaylord is a better man than he.

The Captain is about to kidnap Yvonne, after he has had Dix bound and gagged in a mountain cabin, when the star appears, hands Julio a trimming just in time to claim Yvonne and proves to his father that he is a champion of American manhood in every respect.

Box-Office Value

"Too Many Kisses" has Dix in the role of a happy-go-lucky, romantic, fighting American youth. It has comedy scenes galore. It has a refreshing romance. It has melo-

"Too Many Kisses" New Dix-Picture

Frances Howard
Fine Comedy
(Synopsis Story)

RICHARD DIX'S story) mount starring new Para-Many Kisses," comedy picture, "Too is a production clearly more than its share and to be a delightful addition.

Imagine Richard American with a pretty women that breach of promise other, being sent father to keep him and there finding woman he has ever But Julio, captain is a fiery Basque his eyes on Yvonne time. He takes the warn the young An he is not a man to woman easily—not, out a little killing on the side.

ADOLPH ZUKOR and JESSE L.

RICHARD

DIX

X



in
"TOO MANY KISSES"

with
FRANCES HOWARD

A Paramount Picture

SHEET

Adolph Zukor and Jesse L. Lasky present
RICHARD DIX
in
"TOO MANY KISSES"
with Frances Howard
from the story "A Maker of Gestures" by John Monk Saunders
Screen play by Gerald Duffy
Directed by Paul Sloane
A Paramount Picture

USE: To Help You Sell the Picture to the Public.

STARRING RICHARD DIX, A COLOR AND SMASHING ACTION

"Too Many Kisses"
New Dix-Paramount
Frances Howard Featured in
Fine Comedy
(Synopsis Story)

RICHARD DIX'S new Paramount picture, "Too Many Kisses," coming to the Theatre next, is a production claimed to have more than its share of real humor and to be a delightful romance in addition.
Imagine Richard Dix, a young American with a weakness for pretty women that results in one breach of promise suit after another, being sent abroad by his father to keep him out of trouble and there finding the prettiest woman he has ever set his eyes on. But Julio, captain of the guards, is a fiery Basque and he has had his eyes on Yvonne for a long time. He takes the trouble to warn the young American that he is not a man to give up his woman easily—not, in fact, without a little killing on the side.

ADOLPH ZUKOR and JESSE L. LASKY present
RICHARD DIX
in
"TOO MANY KISSES"
with **FRANCES HOWARD**
A Paramount Picture
THE rollicking romance

Frances Howard Featured In New Paramount Picture

Directed by Paul Sloane From the Cosmopolitan Magazine Story by John Monk Saunders

RICHARD DIX has arrived! Today he represents a box office asset of large and unquestionable value. His popularity is not of the over-night variety. It has been built steadily and solidly upon a foundation of outstanding screen successes.

Dix's work in "Sinners in Heaven," "Manhattan" and other Paramount pictures has brought him a large and enthusiastic personal following. His right to stardom is self-evident. Right now he is one of the biggest male stars on the screen. And he is destined to go even higher.

No better vehicle could have been chosen for the portrayal of Dix's many talents than "Too Many Kisses." It is a story full of color and flashing action.

Dix has the role of a peppy young American whose weakness is beautiful women. His father sends him to a small Spanish mountain village to keep him out of mischief.

Falling in love with a pretty senorita, Dix finds himself involved in a turmoil of jealous rivals, dancing nights, stilletos, tempestuous love-making and duels that eventually make a new man of him.

Frances Howard, who made her screen debut in "The Swan," is featured at the head of the supporting cast, which includes "Harpo" Marx, of stage fame.

"Too Many Kisses" was adapted for the screen by Gerald Duffy from John Monk Saunders' Cosmopolitan Magazine story, "A Maker of Gestures." Paul Sloane, who made "A Man Must Live," directed.

CAST	
Richard Gaylord, Jr.	RICHARD DIX
Yvonne Hurja	Frances Howard
Julio	William Powell
Gaylord, Sr.	Frank Currier
Mr. Simmons	Joe Burke
Manuel Hurja	Albert Tavernier
Miguel	Arthur Ludwig
Flapper	Alyce Mills
Pedro	Paul Panzer
The Village Peter Pan	"Harpo" Marx

Short Synopsis

ROBERT GAYLORD, Jr.'s weakness is pretty women. He gets into a score of breach of promise suits and his father sends him to the Basque country in the Pyrenees to keep him away from women and to hunt for turidium, a precious ore.

PUTTING IT OVER RIGHT

We'll tell the world that Richard Dix in "Too Many Kisses" is —Mejor que agua ardiente!

That's the way the Basques, whose ancestors were Spanish, might say it and since John Monk Saunders' story is laid in the Basque country we're compelled to do as the Basques do.

Literally translated, mejor que agua ardiente means "better than fire water." The well known modern fire water stimulates, unthuses, thrills and that's just what "Too Many Kisses" does.

Too many kisses—or a weakness for women—causes Dix no end of trouble in this picture.

Idea for newspaper teasers: "Have you had **TOO MANY KISSES?**" "Is there such a thing as **TOO MANY KISSES?**" "Be sure to be in on **TOO MANY KISSES.**"

Get a piece into the papers to the effect, "Is kissing dangerous? Absolutely says Richard Dix. See what happens to him in his new Paramount picture, 'Too Many Kisses' at the"

Get up stickers with a large "X" on them as a sort of teaser stunt. Paste them all over. How about staging a knife-throwing act as a prologue?

Run a mumbly-peg contest for the kids of the town like marble contests have been held in many of the big cities. Prizes could be tickets to see the new Dix picture. (This is a scene in the picture.)

Teaser: "What comes of **TOO MANY KISSES?**"

Use the herald and special window card on this production. They're great seat-sellers.

Here's Richard Dix's third Paramount starring picture, even better than "Manhattan." With Frances Howard, of "The Swan," featured at the head of the supporting cast, which includes "Harpo" Marx.

Dix in Spanish costume. You've never seen him like this before. Cut-out idea here.

Candy store tie-ups. "You can't



Richard Dix
in the Paramount Picture
"Too Many Kisses"

Production Mat IPA

(Synopsis Story)

TOO MANY KISSES," Richard Dix's latest starring picture for Paramount, will be the feature at the..... Theatre on..... next to remain for..... days.

Dix, as a gay young American with a weakness for beautiful girls; Frances Howard who is featured in the leading feminine role opposite the star; and David Powell, knife-throwing Captain of the Guards, are the chief figures in this story of romance and adventure in an atmosphere rarely pictured on the screen.

"Too Many Kisses" was directed for the screen by Paul Sloane from Gerald Duffy's adaptation of the Cosmopolitan Magazine story, "A Maker of Gestures," by John Monk Saunders.

This picture is said to put "Manhattan," Dix's first starring picture, in the shade as far as entertainment goes and fans will remember "Manhattan" as a great laugh picture.

The story of "Too Many Kisses" carries the star to the Basque country, in the Pyrenees between France and Spain. He is accompanied by the faithful old Simmons, sent by Bob's father to keep the younger Gaylord from losing his chance to become a junior member in his father's company by wasting his time with the ladies.

And who would think that away out here—miles from nowhere—Bob would encounter the "only woman in the world"? But that's just what Dix does in this production. How he wins her is what makes "Too Many Kisses" typical Dix entertainment.

From the minute he sets foot in the sleepy little town of Potigny, the star lets himself in for more excitement than he ever believed could befall a fellow in so short a time.

A highspot of the production is a masquerade on the town's big feast day. At the height of the gaiety, while many couples dance the "farandole," a folk-dance executed by the young folk to announce publicly their betrothal. William Powell, Dix's rival in the courtship of Miss Howard, invites her to the dance. Having promised the dance to Dix, she declines the invitation, which enrages Powell. With the aid of his henchmen, who fight off the townspeople, he captures the girl.

Meantime Dix, escaping from the bandits who held him captive in their mountain lair, arrives at the village gates just as Powell is carrying off his prize. Dix rescues the girl and after disarming Powell, engages him in a fist fight which makes him change his mind about attempting to interfere where Dix's heart is concerned.

"Too Many Kisses" is a rip-

lished himself as a run-negged Paramount star. In "A Man Must Live" he added thousands to his list of admirers and in "Too Many Kisses" he steps out in a role that is something entirely new for him—a picture that is bound to prove the most popular thing Dix ever made.

Director

Paul Sloane, who made his debut as a picture director with "A Man Must Live."

Featured

Frances Howard, who at this writing has a leading role in the Broadway stage success, "The Best People." Miss Howard made her bow to motion picture audiences in the title role of Paramount's "The Swan."

Scenarist

Gerald Duffy.

Cameraman

Hal Rosson, who did the photography of "Manhattan," "A Man Must Live," "The Story Without a Name" and others.

Type of Story

A delightful comedy-romance of a care-free young American, exiled from his home because of a weakness for beautiful women. The story is laid in a colorful background—the Basque country in the Pyrenees between France and Spain.

The Plot

Dix, as Robert Gaylord, has one weakness—women. His father sends him abroad, presumably to search for some unknown metal. He arrives in the little town of Touraine and the minute he sets his eyes on Miss Howard, as the Spanish beauty, Yvonne, he's sunk.

Julio, captain of the guards and in league with the bandits who infest the country, takes objection to the attention Dix pays Yvonne and the star has to beat him up a couple of times before he is convinced that Gaylord is a better man than he.

The Captain is about to kidnap Yvonne, after he has had Dix bound and gagged in a mountain cabin, when the star appears, hands Julio a trimming just in time to claim Yvonne and proves to his father that he is a champion of American manhood in every respect.

Box-Office Value

"Too Many Kisses" has Dix in the role of a happy-go-lucky, romantic, fighting American youth. It has comedy scenes galore. It has a refreshing romance. It has melodramatic situations. It has suspense. What more can one ask?

There were a lot of laughs in "Manhattan," but there are more in "Too Many Kisses."

It's one-hundred percent entertainment!

Big Scenes

The story is chockful of interesting situations.

When Dix, in his flight from women, arrives in the Basque country it is siesta time—that period between twelve and two-thirty P. M. when all good Basques take a nap, a custom quite unknown to the sandwich and cup-of-coffee lunch grabbers in the United States. What the star does while the villagers sleep is one continuous string of laugh-provoking antics.

Dix is introduced to the Basque national pastime—knife-throwing. This does not intimidate the American, however, who, in his day, was the champion mumbly-peg player of his neighborhood. What he does to the poor knife-throwing natives is another howl.

The fight between Dix and Powell is a wow. Remember Dix's battle with "Gunboat" Smith in "Manhattan?" Well even that doesn't come up to this rough-and-tumble, hammer-and-tongs slugfest.

The episode in the mountain hut where Dix is held a captive by bandits is a great scene. He cleans up the place and escapes.

The dance in the village in celebration of the town's biggest holiday is a fine scene. Powell appears on the scene and is about to carry Frances Howard away when Dix shows up, to all appearances from nowhere, and things begin to happen. The action of the story moves fast enough up to this point, but from here on it becomes furious.

Comedy, romance and action runs high throughout the entire length of this latest Dix money-maker.

addition. Imagine Richard Dix, a young American with a weakness for pretty women that results in one breach of promise suit after another, being sent abroad by his father to keep him out of trouble and there finding the prettiest woman he has ever set his eyes on. But Julio, captain of the guards, is a fiery Basque and he has had his eyes on Yvonne for a long time. He takes the trouble to warn the young Americano that he is not a man to give up his woman easily—not, in fact, without a little killing on the side.



in
"TOO MANY KISSES"
with
FRANCES HOWARD
A Paramount Picture

THE rollicking romance of a young man whose life was a whirl of adventures

is a bitter struggle between Julio and Gaylord for the honor of doing the farandole, the betrothal dance, with the pretty Yvonne at the annual masquerade. Julio has Gaylord carried into the mountains a prisoner while he goes to claim the dance with Yvonne. He does not reckon, however, with the resourcefulness of the American and is about to carry away the struggling Yvonne when he is confronted by Bob. And what a fight follows! Gaylord uses only his fists, after the approved American style, but the treacherous Julio tries to bring his dagger into play. Dix hands him an artistic trimming and wins the girl.

Frances Howard, who made her motion picture debut in "The Swan," is featured in support of Dix in the picture, directed by Paul Sloane from the Cosmopolitan Magazine story, "A Maker of Gestures," by John Monk Saunders. Gerald Duffy wrote the screen play.

William Powell, Frank Currier, Joe Burke, Paul Panzer, "Harpo" Marx are a few of the big names in the cast.

more than its share of real humor and to be a delightful romance in addition.

Imagine Richard Dix, a young American with a weakness for pretty women that results in one breach of promise suit after another, being sent abroad by his father to keep him out of trouble and there finding the prettiest woman he has ever met.

But Julio, captain of the guards, is a fiery Basque and he has had his eyes on Yvonne for a long time. He takes the trouble to warn the young American that he is not a man to give up his woman easily—not, in fact, without a little killing on the side.



in
"TOO MANY KISSES"
with
FRANCES HOWARD
A Paramount Picture

THE rollicking romance of a young man whose life was a whirl of kisses and adventures.

Today he represents a box office asset of large and unquestionable value. His popularity is not of the over-night variety. It has been built steadily and solidly upon a foundation of outstanding screen successes.

Dix's work in "Sinners in Heaven," "Manhattan" and other Paramount pictures has brought him a large and enthusiastic personal following. His right to stardom is self-evident. Right now he is one of the biggest male stars on the screen. And he is destined to go even higher.

No better vehicle could have been chosen for the portrayal of Dix's many talents than "Too Many Kisses." It is a story full of color and flashing action.

Dix has the role of a peppy young American whose weakness is beautiful women. His father sends him to a small Spanish mountain village to keep him out of mischief.

Falling in love with a pretty senorita, Dix finds himself involved in a turmoil of jealous rivals, dancing nights, stilettoes, tempestuous love-making and duels that eventually make a new man of him.

Frances Howard, who made her screen debut in "The Swan," is featured at the head of the supporting cast, which includes "Harpo" Marx, of stage fame.

"Too Many Kisses" was adapted for the screen by Gerald Duffy from John Monk Saunders' Cosmopolitan Magazine story, "A Maker of Gestures." Paul Sloane, who made "A Man Must Live," directed.

CAST

Richard Gaylord, Jr.	RICHARD DIX
Yvonne Hurja	Frances Howard
Julio	William Powell
Gaylord, Sr.	Frank Currier
Mr. Simmons	Joe Burke
Manuel Hurja	Albert Tavernier
Miguel	Arthur Ludwig
Flapper	Alyce Mills
Pedro	Paul Panzer
The Village Peter Pan	"Harpo" Marx

Short Synopsis

ROBERT GAYLORD, Jr.'s weakness is pretty women. He gets into a score of breach of promise suits and his father sends him to the Basque country in the Pyrenees to keep him away from women and to hunt for turidium, a precious ore.

Arriving in the little village of Potigny, Bob's eyes fall upon Yvonne, one of those dark Latin beauties who make the Basque country more beautiful than even its mountain scenery. Faithful Simmons, sent along to keep a watchful eye on young Robert, is almost unnerved by the shock of what he sees when his letter to Manuel Hurja throws Bob and Yvonne together—Hurja is her father.

But even more serious is the objection of Julio, captain of the guards of Potigny. Julio claims Yvonne as his own and gets only a hearty laugh out of Gaylord when he tells him to "lay off."

Yvonne saves Bob from a couple of Julio's knife-throwing henchmen. Gaylord, seeing what the girl has done for him, takes her in his arms and kisses her.

Julio, knowing that he is the champion knife-thrower of the country, challenges Bob to a duel. Yvonne, however, makes Gaylord promise not to fight. She is caught in Gaylord's room when Julio arrives. He taunts and insults Bob, who, remembering his promise, takes it all. But the girl can stand it no longer and rushes from her hiding place and releases Bob from his promise. Elated, Gaylord is about to hand Julio a beating when the girl's father appears. He is greatly agitated at the scandal of finding Yvonne in Bob's room. Julio swanks out in triumph.

When Bob emerges from the house, he is set upon by Julio and his gang and carried a captive to a mountain cabin. In the meantime, Simmons receives a telegram from Bob's father stating that he is coming to Potigny.

The next day is the grand holiday of the year. Bob manages to escape from his captors and appears on the scene of the festivities, garbed in the romantic costume of one of the bandits. He confronts Julio and a fight to a finish starts immediately. Julio hurls a knife at Gaylord's head; he ducks and throws the knife into a sign on a nearby building. The fight continues with bare fists. Gaylord administers a terrific beating to Julio.

Just then the senior Gaylord arrives and sees his son put the finishing touches to a neat piece of fighting. He is puzzled at first, then pleased and when he sees Bob go to Yvonne, he asks, "When are you thinking of getting married?"

"Constantly," says Bob.

saunders' story is laid in the Basque country we're compelled to do as the Basques do.

Literally translated, mejor que agua ardiente means "better than fire water." The well known modern fire water stimulates, unthuses, thrills and that's just what "Too Many Kisses" does.

Too many kisses—or a weakness for women—causes Dix no end of trouble in this picture.

Idea for newspaper teasers: "Have you had TOO MANY KISSES?" "Is there such a thing as TOO MANY KISSES?" "Be sure to be in on TOO MANY KISSES."

Get a piece into the papers to the effect, "Is kissing dangerous? Absolutely says Richard Dix. See what happens to him in his new Paramount picture, 'Too Many Kisses' at the"

Get up stickers with a large "X" on them as a sort of teaser stunt. Paste them all over.

How about staging a knife-throwing act as a prologue?

Run a mumbly-peg contest for the kids of the town like marble contests have been held in many of the big cities. Prizes could be tickets to see the new Dix picture. (This is a scene in the picture.)

Teaser: "What comes of TOO MANY KISSES?"

Use the herald and special window card on this production. They're great seat-sellers.

Here's Richard Dix's third Paramount starring picture, even better than "Manhattan." With Frances Howard, of "The Swan," featured at the head of the supporting cast, which includes "Harpo" Marx.

Dix in Spanish costume. You've never seen him like this before. Cut-out idea here.

Candy store tie-ups. "You can't have TOO MANY KISSES if they're.....'s kisses."

Try and match this stunt!

On the third page of this press sheet is an article describing something a "little different" in the advertisement.

Don't let the picture get up by Paramount for exhibitors.

Paper matches—with a stock cover design for theatres playing Paramount pictures.

See full particulars inside—description, quantity prices, where to get them, etc.



Richard Dix in the Paramount Picture "Too Many Kisses"

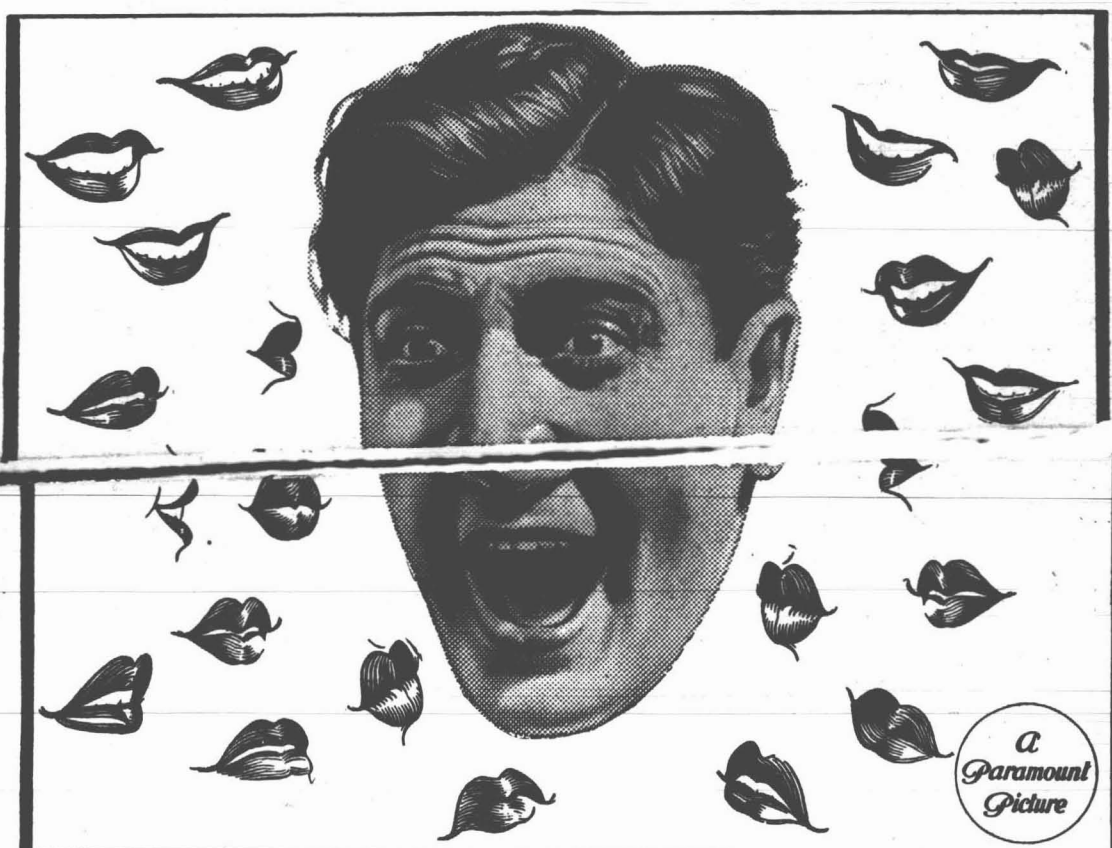
Production Mat 1PB



NEWSPAPER ADVERTISEMENTS, I

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

RICHARD DIX



"TOO MANY KISSES"

WITH
FRANCES HOWARD

He just couldn't make his lips behave. So his rich old daddy shipped him off to Spain. And into a dizzy round of Misses, kisses and fun.

Three-column Newspaper Advertisement 3A

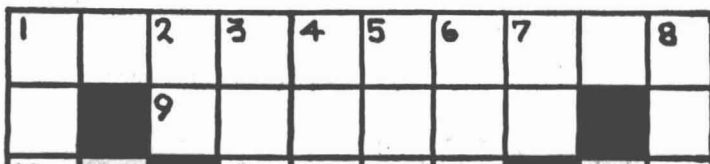
CROSS WORD PUZZLES—

TWO-COLUMN cross word puzzle newspaper mats—similar to the one on "Too Many Kisses" illustrated below—are available on each of the "Second Famous Forty" pictures. Mats 10 cents each.

One-column mats of the solutions may be had at your exchange upon request.

You can also secure books containing the complete set of 40 puzzles at 8c per book.

Crash in on the cross word craze and cash in!



In ordering mats or cuts,
always mention numbers

Peppy Paragraphs for Ads on

Kisses—long, lingering ones—warm, wily ones—and the ones with that senorita in Spain!

When Dix and the "chicks" raise the Dickens, there's FUN.

Sweet seventeen and never been kissed—and then Dix came along!

What Spanish moonlight and luscious lips can do to a young man too fond of kisses.

Richard Dix reigning supreme in a shower of laughs and lips.

168 laughs
134 gasps
125 thrills

Total: "Too Many Kisses"

He swore he would kiss the other girl. The most kissable girl in the neighborhood! I went the kiss the fun.

A jolly, lively love-comedy entertaining.

TOP STOP



Two-column Supplement

Kisses from gushing girls, Dollies and Follies.

Kisses from Spanish girls.

These are a few

kisses! Kisses! KISSES!"

Ten times as many as other picture in series.

Laugh for laughs and best comedy-romance.

Too many kuttie Never a picture

"Too Many Kisses" with our modern y



RICHARD DIX

in

"TOO MANY KISSES"

WITH FRANCES HOWARD

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY



TOP STOP

HE swore he would never kiss another girl. Then along came the most kissable girl ever — and smack! went the kiss that started the fun.
A jolly, lively love-comedy, 100% entertaining.



Four-column Newspaper Advertisement 4A



Two-column Supplementary Press Ad 2AS



Richard Dix IN "TOO MANY KISSES"

With FRANCES HOWARD
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY
A Paramount Picture

From the story
"A Maker of Gestures"
by John Monk
Saunders—Screen play
by Gerald Duffy—
Directed by
Paul Sloane

HOW many are "Too Many Kisses?"

The screen's fastest rising favorite, Richard Dix, tells you in his fastest and funniest picture.

Better not miss it!

Two-column Supplementary Press Ad 2AS

graphs for Ads or Programs

Kisses from blushing girls, flappers and gushing girls,
Dollies and Follies girls, blondes and brunettes.
Kisses from mannish girls, warm-hearted Spanish girls.

These are a few of the many Dix gets.

kisses! Kisses! KISSES! "TOO MANY KISSES!"

Ten times as funny and romantic as any other picture in sight.

Laugh for laugh and kiss for kiss, it's the best comedy-romance on the screen.

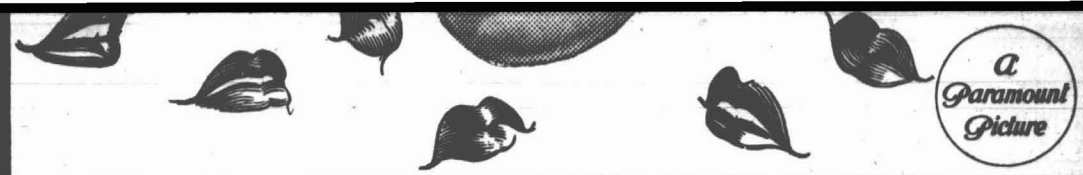
Too many kuties and "Too Many Kisses"—
Never a picture so funny as this is.

"Too Many Kisses". Is that what's the matter with our modern young folks?

Kissing Kuties!



HE said: "Kissing a woman is like taking olives out of a bottle. The



"IN TOO MANY KISSES"

WITH
FRANCES HOWARD

He just couldn't make his lips behave. So his rich old daddy shipped him off to Spain. And into a dizzy round of Misses, kisses and fun.

Three-column Newspaper Advertisement 3A



CROSS WORD PUZZLES—

TWO-COLUMN cross word puzzle newspaper mats—similar to the one on "Too Many Kisses" illustrated below—are available on each of the "Second Famous Forty" pictures. Mats 10 cents each.

One-column mats of the solutions may be had at your exchange upon request.

You can also secure books containing the complete set of 40 puzzles at 8c per book.

Crash in on the cross word craze and cash in!

In ordering mats or cuts,
always mention numbers

Two-column Supplemental

Peppy Paragraphs for Ads on

Kisses—long, lingering ones—warm, wilty ones—and the ones with that senorita in Spain!

When Dix and the "chicks" raise the Dickens, there's FUN.

Sweet seventeen and never been kissed—and then Dix came along!

What Spanish moonlight and luscious lips can do to a young man too fond of kisses.

Richard Dix reigning supreme in a shower of laughs and lips.

168 laughs
134 gasps
125 thrills

Total: "Too Many Kisses"

Richard Dix says: "There are 57 varieties of kisses, and every one of them is in "Too Many Kisses."

Kisses from blushing girls,
Dollies and Follies
Kisses from ma Spanish girls.
These are a few
kisses! Kisses!
KISSES!"

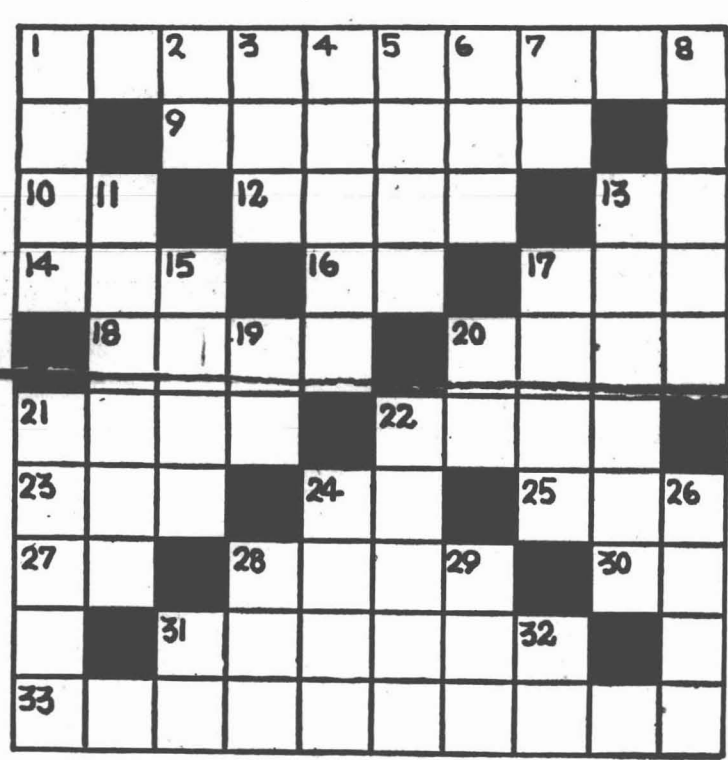
Ten times as fun
other picture in sight

Laugh for laughs
best comedy-roman

Too many kuties
Never a picture s

"Too Many Kisse
with our modern yo

NOTICE: Not r
rick!



HORIZONTAL

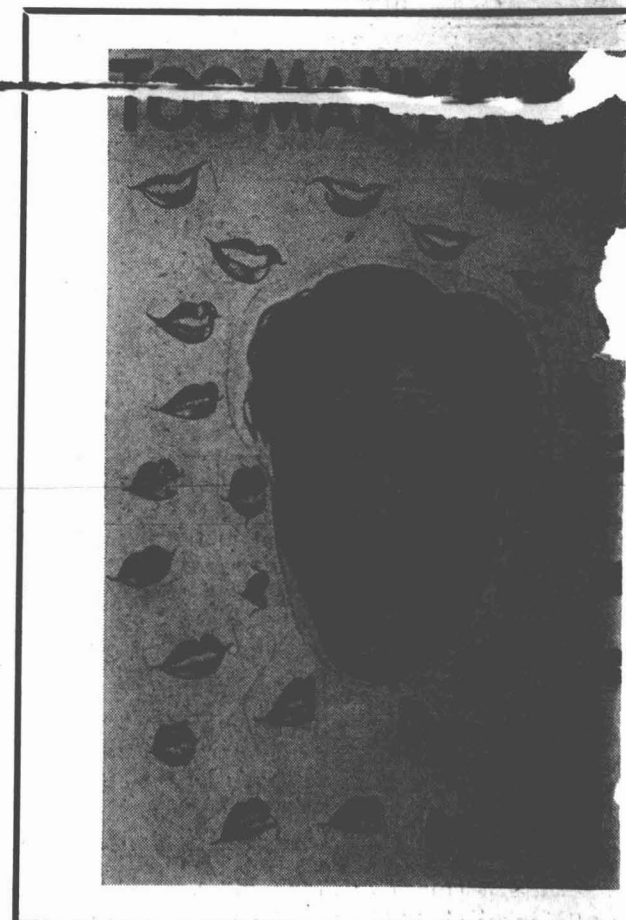
1. Name of well known motion picture actor
9. Oriental salutations
10. Street (abbr.)
12. Glided
13. Indefinite article
14. Also
16. Printer's measure
17. Egg (comb. form)
18. A great number
20. An air
21. To surfeit
22. The place of Napoleon's exile
23. It is (abbr.)
24. 150
25. Saint (fem. abbr.)
27. To proceed
28. To labor
30. And (Latin)
31. Osculations
33. An evil allurements

VERTICAL

1. To corrode
2. Civil service (abbr.)
3. Owns
4. A passageway
5. Precipitation
6. Doctor of dental medicine
7. Doctor of Science (abbr.)
8. City in Ohio
11. A vegetable
13. To operate a flying machine
15. A cereal grain (pl.)
17. Globes
19. A point of compass
20. Man's nickname
21. Vision
22. Girl's name
24. The price
26. Famous prep. school in England
28. The end
29. To allow
31. Kilometer (abbr.)
32. Yes (Spanish)

TOO MANY KISSES

Two-column Press Advertisement 2AX

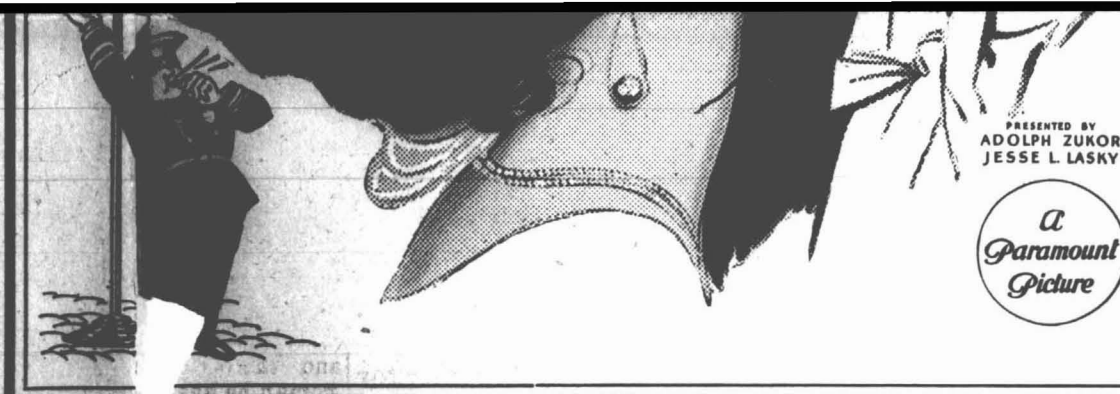


Boys, h
will send ?

The ori
rich colors

Double-
packed wit

And on
Samples



PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY



KISSES

WITH
FRANCES
HOWARD

Four-column Newspaper Advertisement 4A



Two-column Supplementary Press Ad 2AS



Richard Dix IN "TOO MANY KISSES"

With
FRANCES HOWARD
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY
A Paramount Picture

From the story
"A Maker of Gestures"
by John Monk
Saunders—Screen play
by Gerald Duffy—
Directed by
Paul Sloane

HOW many are "Too Many Kisses?"

The screen's fastest rising favorite, Richard Dix, tells you in his fastest and funniest picture.

Better not miss it!

Two-column Supplementary Press Ad 2AS

graphs for Ads or Programs

— warm, wilty
morita in Spain!

raise the Dick-

een kissed—and

and luscious lips
of kisses.

me in a shower

Kisses"

are 57 varieties
hem is in "Too

Kisses from blushing girls, flappers and gushing girls,

Dollies and Follies girls, blondes and brunettes.

Kisses from mannish girls, warm-hearted Spanish girls.

These are a few of the many Dix gets.

kisses! Kisses! KISSES! "TOO MANY KISSES!"

Ten times as funny and romantic as any other picture in sight.

Laugh for laugh and kiss for kiss, it's the best comedy-romance on the screen.

Too many kuties and "Too Many Kisses"—Never a picture so funny as this is.

"Too Many Kisses". Is that what's the matter with our modern young folks?

NOTICE: Not responsible for patrons laugh-
-ick!

HERALD

Boys, here's a novelty that
will send 'em in!

The original is printed in
rich colors. Same size as cut.

Double-page center spread is
packed with scenes and talk.

And only \$3.00 per 1,000!
Samples at your exchange.

Kissing Kuties!



HE said: "Kiss-
ing a woman
is like taking olives
out of a bottle. The
first one comes easy,
but after that it's a
cinch."

Now see the pic-
ture!

A Paramount Picture
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

RICHARD
DIX
IN
"TOO MANY
KISSES"
WITH
FRANCES HOWARD



From the story "A Maker of Gestures" by John Monk Saunders
Screen play by Gerald Duffy—Directed by Paul Sloane

Two-column Press Advertisement 2A



ADVANCE PUBLICITY STORIES,

Great Cast in New Dix Star Picture

Frances Howard Featured in "Too Many Kisses"

FRANCES HOWARD, who made her motion picture debut in "The Swan," has her second picture engagement in a featured role in support of Richard Dix in his new Paramount starring picture, "Too Many Kisses," which will be the feature next.....at the.....Theatre for a run of....days.

"Too Many Kisses" was directed by Paul Sloane, who made "A Man Must Live." Gerald Duffy adapted the story for the screen from the Cosmopolitan Magazine serial, "A Maker of Gestures," by John Monk Saunders.

The star plays the role of a fickle young American whose many love affairs result in countless breach of promise suits. His exasperated father ships him off to the Basque country in the Pyrenees to get him

away from girls, only to have him fall in love with a dark eyed senorita, Yvonne, played by Miss Howard. All of Gaylord, Sr.'s carefully laid plans go up in smoke.

William Powell, seen in "The Bright Shawl," "Romola" and others, plays the part of a villainous captain of the guards in the little village and is a rival of Dix for the love of Yvonne.

"Harpo" Marx, the silent one of the Four Marx Brothers of stage fame, is cast as the town half-wit. Frank Currier has the role of Gaylord, Sr.

Other big names in the cast are Joe Burke, Albert Tavernier, Alice Mills, Arthur Ludwig and Paul Panzer, the last two henchmen of Powell in the production. They carry Dix off to a mountain but while Powell goes about kidnaping Miss Howard.

Frances Howard Spanish Beauty in New Dix Film

It was with some misgivings that Paul Sloane made screen tests of Frances Howard, featured in "The Swan," in her brunette make-up for the role of a Spanish senorita in Richard Dix's newest Paramount starring picture, "Too Many Kisses," which comes to the.....Theatre on.....

Here was a girl with light brown hair, a fair skin and dark blue eyes to be transformed into a dark-haired Latin beauty.

Could it be done? Some said it could; others said it couldn't. And we leave it to you whether or not Miss Howard isn't prettier in her wig than she was in the title role of "The Swan."

"Too Many Kisses" is a story of the Basque country in the Pyrenees between France and Spain. Dix is shipped there by his father, a wealthy mine owner, to keep him away from beautiful girls—his one weakness.

But it proves a bad move, for Dix meets and falls in love with Miss Howard, in the role of Yvonne. The father, however, is won over in the end.

William Powell is a villainous captain of the guards in the production. He also has eyes for Yvonne and decides, by fair means or foul, Gaylord must be put out of the way. Dix hands him a couple of artistic trimmings during the course of the picture until Powell decides it is best to let the young American be.

Frank Currier, Joe Burke, Paul Panzer, Albert Tavernier and others appear in support.

Paul Sloane directed the production, which was written for the screen by Gerald Duffy.

"Too Many Kisses" Coming

Richard Dix's latest starring picture for Paramount, "Too Many Kisses," adapted from John Monk Saunders' Cosmopolitan Magazine story, "A Maker of Gestures," comes to the

SPECIALS

Still at It!

IF things keep up as they have been going for the last couple of months Richard Dix gives promise of being the leading trickster in motion pictures.

For his first starring picture, "Manhattan," Dix learned to manipulate a ventriloquist dummy and went through all the tricks of ventriloquism.

For "A Man Must Live" he took lessons from a professional shadow-graph performer to learn how to project the silhouette of a horse, a rabbit and other animals on the wall.

And now for "Too Many Kisses," which opens.....at the....., he had to learn how to throw knives after the fashion of the best cutlery hurlers in the Basque country, the locale of the story, and was forced to set his body and mind to the task of playing Pelota, a popular game of France and Spain.

The popular Paramount star discovered that there is a lot more to a motion picture than making love to the leading lady, who in this case happens to be Frances Howard, who played in "The Swan."

"The life of a movie star is just one thing after another," says poor Richard.

William Powell also has an important part in the supporting cast of "Too Many Kisses." Others are Frank Currier, Joe Burke, Alyce Mills and Paul Panzer.

Paul Sloane, who made "A Man Must Live," directed the picture, a comedy-drama which offers Dix something decidedly new in screen roles.

He Got Away With It

There comes a time in the life of every motion picture actor when instinct is his only guide in making a scene. Just recently Richard Dix relied solely on the memory of his boyhood days for one scene in his new Paramount picture, "Too Many Kisses." Paul Sloane, the director, wanted him to show an office boy in the picture how to play mumbly-peg. Dix walked into the scene, picked up the pocket-knife and without any hesitation went through intricate behind-the-ear flips and off-the-nose slides while the camera caught the action.

"I didn't think you could do it so well, Richard," said Sloane, after the scene was finished.

"Evidently you did not know that I was the champion mumbly-peg player of my neighborhood when I was a kid," replied Dix, as he proudly walked off the set. Afterwards, however, he confided to Hal Rosson, the cameraman, that he did not know whether he could make the knife stick or not.

"I just shut my eyes, dreamed I was a kid again and let the knife fly," he explained, "and it worked. I guess it was instinct."

Frances Howard is featured at the head of the supporting cast in "Too Many Kisses," which will be shown next.....at the.....Theatre. William Powell, Paul Panzer and others also have important roles.

A Tough Life!

Next to detailing reminiscences, there is nothing that the motion picture extra likes better than sleeping, according to studio observers. While awaiting the director's call to appear before the camera, the "atmosphere" usually can be found on the side lines of the sets, sprawled in comfortable positions, with eyes closed "to rest them from the lights"....dozing.

In Richard Dix's newest Paramount picture, "Too Many Kisses," two hundred extras had the time of their lives sleeping right on the set, with the Klieg, spotlights and cameras focussed on them, under orders from Director Paul Sloane. While everything and everybody in back of the cameras was in a state of feverish activity, all of the players before the lens were asleep, or feigning slumber.

"Harpo" Marx Has Role In "Too Many Kisses"

HARPO" MARX, the silent one and the funniest of the Four Marx Brothers, who scored a triumph in the musical comedy success, "I'll Say She Is", on Broadway, has succumbed to the lure of the screen.

"Harpo" has a small yet important role in Richard Dix's newest Paramount starring picture, "Too Many Kisses," due.....at the.....Theatre.

A recruit from vaudeville, "Harpo" is the pantomimic comedian who sent the dramatic critics scurrying to their dictionaries in search of new words to describe his artistry.

"Too Many Kisses," directed for the screen by Paul Sloane was adapted by Gerald Duffy from the story, "A Maker of Gestures," by John Monk Saunders. It ran serially in Cosmopolitan Magazine.

Frances Howard, who made her screen debut in the title role of Paramount's "The Swan," is featured opposite Dix in this production. William Powell is the villain in the piece. There's a great supporting cast.

"Too Many Kisses" New Dix Starring Picture

The story of "Too Many Kisses," Richard Dix's latest Paramount starring picture which will be shown at the.....Theatre next.....to remain for....days, is chock-full of interesting situations, has more than its share of humor and is a delightful romance in addition.

Picture for yourself Paramount's new star (this is his third starring picture) working in his father's office in New York City. Gaylord, Sr. thinks his son pays entirely too much attention to the women and not enough to the business at hand so he ships him abroad, presumably to search for an unknown valuable metal—in reality to make him forget about his many girl friends for a while and, perhaps, get a little work out of him.

Immediately upon his arrival in the little town of Potigny in the Pyrenees, Bob meets and, true to form, falls desperately in love with the beautiful Yvonne Hurja, while Simmons, a faithful old fellow sent by Bob's father to keep the youngster out of trouble, does his best to break up the affair.

More interested in young Gaylord, however, is one Julio. He looks upon the American as a person to be gotten out of the way as soon as possible and with as little trouble as possible. Julio claims Yvonne as his "woman" and Bob retaliates with "may the best man win."

Julio stops at nothing, even has Gaylord kidnapped and carried a captive to the mountains, while he goes about his love-making with Yvonne, who despises him. Dix escapes, appears on the scene, wipes the streets with Julio and carries the girl off in triumph.

Here's a real story for Dix and he's said to fairly revel in it.

Frances Howard, who first appeared on the screen in "The Swan," is featured in support of the star. William Powell plays the unfortunate Julio and Frank Currier, Joe Burke, Albert Tavernier, Arthur Ludwig, Paul Panzer and Alyce Mills play in support—not to forget "Harpo" Marx, of stage fame, who has the role of the village half-wit. Paul Sloane directed the production.

Closes Today

"Too Many Kisses," Richard Dix's new Paramount picture which opened.....at the.....Theatre, will close its run there today.

The story is an adaptation of John Monk Saunders' Cosmopolitan Maga-

REVIEWS

"Too Many Kisses"

WHEN in Rome do as the Romans do.

And that's what Richard Dix does in his new Paramount picture, "Too Many Kisses," which opened yesterday at the.....Theatre. Not that the story is laid in Rome or anything like that.

In "Too Many Kisses," adapted for the screen by Gerald Duffy from the Cosmopolitan Magazine story, "A Maker of Gestures," by John Monk Saunders, Dix has the role of a care-free young American who "works" in his father's mining office in New York City.

In his "spare time" Bob Gaylord is a ladies man in every sense of the word. "Too Many Kisses" have brought poor Robert into court time and again to answer breach-of-promise suits and his father's patience with him is just about worn out.

At any rate, Bob has ceremoniously shipped off a picturesque little town of the Pyrenees—far from the mad-ding crowd—and wild women. He thinks this is the case, anyway, and is more than agreeable when his business abruptly brings him in contact with the beautiful girl he has ever seen.

Running true to form in love with her. Complications arise. Bob falls for Yvonne, a fiery Basque and captain of the town guards. He considers her personal property and tells Gaylord so. Bob all but laughs in his face and tells the wily fellow, if not in so many words, that he is going to marry the girl and that he ought to close the matter.

But Julio isn't to be side-tracked. It's not his custom to give up his "woman" so easily—without a little killing on the way. He has Bob kidnaped and carried into the mountains where he goes about courting Yvonne.

The rest of the picture is taken up with how Bob escapes, arrives on the scene just as Julio is about to carry off Yvonne and takes her the girl himself.

Here's a picture that has everything—romance, drama, thrills. It's the greatest Dix picture ever.

Miss Howard, recently seen in the title role of "The Swan," in which part she made her debut in motion pictures, is featured as the Spanish beauty, Yvonne in this production. William Powell is the scheming Julio. Others include Frank Currier, Paul Panzer and Alyce Mills.

(Review No. 1)

"Too Many Kisses," Richard Dix's newest production for Paramount, which is the feature all this week at the.....Theatre, is a story of a young American who goes to Spain to forget about women and in love with the "only girl in the world."

Frances Howard is featured in the leading woman's role in the production, directed by Paul Sloane from "A Maker of Gestures," by John Saunders. Gerald Duffy prepared the scenario from this Cosmopolitan Magazine tale.

In "Too Many Kisses" Dix is cast as a ne'er-do-well son of a mine owner who is at his wits end to know what to do with him. As Robert Gaylord, there is a day passes but that Dix has to go to his father for a little check to settle some breach-of-promise suit.

A little change might do them both good, thinks Gaylord, Sr. So off goes Bob to the Basque country to look up a certain valuable metal of which little is known, with his father's promise that if he attends strictly to his business and leaves the women alone he will be taken into the firm. But it seems the girls in this little town way up in the Pyrenees are more beautiful than he has seen anywhere—one in particular, Yvonne. Naturally, Bob falls for her.

STORIES, SPECIALS, REVIEWS



REVIEWS

"Too Many Kisses"

WHEN in Rome do as the Romans do. And that's what Richard Dix does in his new Paramount picture, "Too Many Kisses," which opened yesterday at the Theatre. Not that the story is laid in Rome or anything like that.

In "Too Many Kisses," adapted for the screen by Gerald Duffy from the story, "A Cosmopolitan Magazine Maker of Gestures," by John Monk Saunders, Dix has the role of a care-free young American who "works" in his father's mining office in New York City.

In his "spare time" Robert Gaylord is a ladies man in every sense of the word. "Too Many Kisses" brought poor Robert into a breach-of-promise suits and his patience with him is just about worn out.

At any rate, Bob is ceremoniously shipped to the picturesque little town of Potigny in the Pyrenees—far from the ding crowd—and wild women. He thinks this is the case, and is more than agreeable when his business agent brings him in contact with the beautiful girl he has ever seen.

Running true to form, Bob falls in love with her. Complications arise. Julio, a fiery Basque and captain of the guards of the town, considers Yvonne (Frances Howard) his own personal property and he lord so. Bob all but tells the wily fellow, if not in so many words, that he is going to marry the girl and thus close the matter.

But Julio isn't to be trifled with. It's not his custom to let a "woman" so easily—little killing on the Bob kidnaped and carried into the mountains without about courting Yvonne.

The rest of the picture with how Bob escapes, is scene just as Julio is about to take Yvonne off, beats him up the girl himself.

Here's a picture that has everything—romance, drama, thrills. It's the greatest ever.

Miss Howard, recently in the title role of "The Swan," part she made her debut in pictures, is featured as beauty, Yvonne in this William Powell is the scheming Julio. Others include Frank Currier, Paul Panzer and Alyce Mills.

(Review No. 1)

Scenes from Richard Dix's New Paramount starring picture, "Too Many Kisses," due at the Theatre.

Below: "Pleased to meet you!" says Richard Dix to his new leading woman, Frances Howard, seen recently in the title role of "The Swan."

At bottom of page: Thoroughly acquainted.



Richard Dix and Frances Howard in the Paramount Picture "Too Many Kisses"

Two-column Production Mat 2P

"Too Many Kisses" Big Dix Laugh Production

Better than "Manhattan!" That's what Paramount claims for Richard Dix's new starring picture, "Too Many Kisses," which will be the feature at the Theatre next

There were a lot of laughs in "Manhattan," but there are more in "Too Many Kisses."

There were good fights in the former, but they don't come up to the battle Dix and William Powell put up in this latest picture.

The picture has a most colorful background, a little Spanish town in the Pyrenees where Dix goes to search for turidium, a valuable mineral of which little is known.

He meets and falls in love with the beautiful Yvonne, a part played by Frances Howard, and forgets all about what it was his father sent him abroad for.

William Powell has the role of Julio in the picture. He also is in love with Yvonne and Dix has to beat him up, along with a couple of his knife-throwing henchmen, before he is convinced that it is bad business to interfere where the American's heart is engaged.

Paul Sloane, who made Dix's second starring picture, "A Man

Must Live," directed the production, which was adapted for the screen by Gerald Duffy from John Monk Saunders' story, "A Maker of Gestures," which ran in Cosmopolitan Magazine.

Frank Currier, Joe Burke, Paul Panzer and others appear in the strong supporting cast.

Richard Dix Due

Richard Dix in his new Paramount picture, "Too Many Kisses," will head the bill at the Theatre next week.

Paul Sloane, a newcomer in the ranks of directors, directed the production. The story is an adaptation by Gerald Duffy of "A Maker of Gestures" from the Cosmopolitan Magazine story tale by John Monk Saunders.

Frances Howard, who played the title role in "The Swan," is featured in the leading feminine part opposite Dix. In this new picture she is a fiery Latin with all the verve and temperament of the young girls who live in the picturesque Basque country in the Pyrenees where the story takes place—a part entirely unlike her proud and haughty princess role in "The Swan."

place in his mind he might be able to pay a little more attention to work. Besides Miss Howard, the cast of the production includes William

Program Paragraphs

"Too Many Kisses"

Is there such a thing.

"No," says the flapper.

"Yes," say the level heads.

Anyway, it's Richard Dix's newest Paramount starring picture coming to this theatre on

One of Paramount's Second Famous Forty.

Faster and funnier than "Manhattan!"

You can't see "Too Many Kisses" too many times.

He went to Spain to keep away from women and there—fell in love with the most beautiful woman ever.

Paramount's newest star in a new kind of picture.

A boy—a girl—"Too Many Kisses" and what? It's Richard Dix's newest for Paramount, coming to the on next.

"Too Many Kisses," a new Paramount picture, starring Richard Dix, boasts of a number of knife-throwers who did their stuff before the motion picture camera at Paramount's Long Island studio.

Frank A. Robbins and Bert Gudgeon, veterans of a knife-throwing act with the Robbins circus did some plain and fancy work with heavy steel blades that set everyone's hair on end.

"Too Many Kisses," starring Richard Dix, was directed by Paul Sloane. It opens here. Frances Howard is featured in the cast.

"Too Many Kisses" Film Laid in Spanish Setting

The little Basque village of Touraine in the Pyrenees is the scene of Richard Dix's new Paramount picture, "Too Many Kisses," opening at the

The story, which opens in a mining office in New York City, was directed for the screen by Paul Sloane from an adaptation of John Monk Saunders' Cosmopolitan Magazine serial, "A Maker of Gestures." It brings Dix to the screen in the role of a happy-go-lucky, romantic, fighting young American. His one weakness is beautiful girls and his father packs him off to Europe to a town

"Too Many Kisses" Comedy-Melodrama

Richard Dix Star in Film Coming to the Rialto

TOO MANY KISSES," a new Paramount picture starring Richard Dix and featuring Frances Howard at the head of a strong cast opens at the for a days' run. It's a romantic comedy-drama laid in New York and the little Spanish town of Potigny in the Pyrenees.

The story opens with Dix, as Robert Gaylord, being sent abroad by his father on the pretense of searching for some valuable mineral—in reality to keep him away from his one weakness—women.

It's a big laugh when Dix and his companion arrive in Potigny during siesta time. It is the custom in this country for the people to take a nap between the hours of twelve and two-thirty o'clock. When the siesta bell rings they stop work and doze off wherever they happen to be. This is the scene that greets the star's eyes when he first arrives.

A big scene is the annual masquerade held on the town's biggest holiday, with the star and William Powell rivals for the honor of dancing the "farandole" (betrothal dance) with Frances Howard. The event is an occasion for much colorful romance and rapid-fire action.

Other high spots in the picture include the scene of Dix's room where he takes all of Powell's insults because he has promised Yvonne (Miss Howard) not to fight. Then the girl releases him from his promise and a real battle follows. The episode in the bandits' cabin in the mountains where Dix is carried a prisoner is another thrilling sequence.

And there's a real smash climax when the star escapes and arrives at the scene of the masquerade just in time to encounter Powell making off with the girl. Here's a scene with a punch for your life—take it any way you like.

Powell has the role of Julio, captain of the guards, in "Too Many Kisses." Others in the cast of the picture are Frank Currier, "Harpo" Marx, Joe Burke and Paul Panzer.

Paul Sloane directed the production which was adapted for the screen by Gerald Duffy.

Knife-Throwing Features Dix's "Too Many Kisses"

After professional skill had failed him, sheer beginners' luck came to the aid of Paul Sloane during the filming of the Paramount picture, "Too Many Kisses," starring Richard Dix.

William Powell, who plays a villain role in the production, to intimidate Dix and warn him against making love to "his woman," Yvonne, played by Frances Howard, featured in support of the star, gives an exhibition of adroitness in knife-hurling, the national sport of the young bloods of the Basque country, where the story is laid.

Powell's screen training does not include efficiency in this sport, so a veteran circus knife-thrower was engaged to do his stuff from a position behind Powell. Unaccustomed to long-distance throwing, the expert made a dozen or more fruitless attempts to hit the mark, a paper heart stuck up against a wall.

Powell thought he'd try a couple of casual shots himself. And you can imagine the consternation of the actor when the blade struck "home." Cameras happened to be turning at the time and the film registered a bit of accidental "business" that hours of practice might not have secured.

Added item: Powell is left-handed. "Too Many Kisses," was adapted for the screen by Gerald Duffy from the Cosmopolitan story, "A Maker of Gestures," by John Monk Saunders.

New Dix Picture Here

"Too Many Kisses," a Paramount picture starring Richard Dix, opens today at the Theatre.

"Harpo" Marx, the silent one of the Four Marx Brothers of stage fame, is cast as the town half-wit. Frank Currier has the role of Gaylord, Sr.

Other big names in the cast are Joe Burke, Albert Tavernier, Alice Mills, Arthur Ludwig and Paul Panzer, the last two henchmen of Powell in the production. They carry Dix off to a mountain hut while Powell goes about kidnaping Miss Howard.

Frances Howard Spanish Beauty in New Dix Film

It was with some misgivings that Paul Sloane made screen tests of Frances Howard, featured in "The Swan", in her brunette make-up for the role of a Spanish senorita in Richard Dix's newest Paramount starring picture, "Too Many Kisses", which comes to the.....Theatre on.....

Here was a girl with light brown hair, a fair skin and dark blue eyes to be transformed into a dark-haired Latin beauty.

Could it be done? Some said it could; others said it couldn't. And we leave it to you whether or not Miss Howard isn't

Frank Currier, Joe Burke, Alyce Mills and Paul Panzer.

Paul Sloane, who made "A Man Must Live," directed the picture, a comedy-drama which offers Dix something decidedly new in screen roles.

He Got Away With It

There comes a time in the life of every motion picture actor when instinct is his only guide in making a scene. Just recently Richard Dix relied solely on the memory of his boyhood days for one scene in his new Paramount picture, "Too Many Kisses." Paul Sloane, the director, wanted him to show an office boy in the picture how to play mumbly-peg. Dix walked into the scene, picked up the pocket-knife and without any hesitation went through intricate behind-the-ear flips and off-the-nose slides while the camera caught the action.

"I didn't think you could do it so well, Richard," said Sloane, after the scene was finished.

"Evidently you did not know that I was the champion mumbly-peg player of my neighborhood when I was a kid," replied Dix, as he proudly walked off the set. Afterwards, however, he confided to Hal Rosson, the cameraman, that he did not know

100 Many Kisses," New Dix Starring Picture

The story of "Too Many Kisses," Richard Dix's latest Paramount starring picture which will be shown at the.....Theatre next.....to remain for.....days, is chock-full of interesting situations, has more than its share of humor and is a delightful romance in addition.

Picture for yourself Paramount's new star (this is his third starring picture) working in his father's office in New York City. Gaylord, Sr. thinks his son pays entirely too much attention to the women and not enough to the business at hand so he ships him abroad, presumably to search for an unknown valuable metal—in reality to make him forget about his many girl friends for a while and, perhaps, get a little work out of him.

Immediately upon his arrival in the little town of Potigny in the Pyrenees, Bob meets and, true to form, falls desperately in love with the beautiful Yvonne Hurja, while Simmons, a faithful old fellow sent by Bob's father to keep the youngster out of trouble, does his best to break up the affair.

More interested in young Gaylord, however, is one Julio. He looks upon the American as a person to be gotten

June, a very Basque and serious arise. the guards of the town captain of Yvonne (Frances Howard) considers personal property and had his own lord so. Bob all but tells Gayface and tells the wily feigns in his in so many words, that he'll, if not marry the girl and that is going to close the matter.

But Julio isn't to It's not his custom side-tracked. "woman" so easily—give up his little killing on the without a Bob kidnaped and carried. He has into the mountains while a prisoner about courting Yvonne. le he goes

The rest of the picture with how Bob escapes, is taken up scene just as Julio is arrives on the Yvonne off, beats him up to carry the girl himself.

Here's a picture that thing—romance, drama has every thrills. It's the greatest comedy ever. Dix picture

Miss Howard, recently title role of "The Swan" seen in the part she made her debut in which pictures, is featured as in motion beauty, Yvonne in this the Spanish William Powell is the production. Julio. Others include scheming Frank Currier, Paul Joe Burke, Alyce Mills. Panzer and

(Review No. 7)

prettier in her wig than she was in the title role of "The Swan".

"Too Many Kisses" is a story of the Basque country in the Pyrenees between France and Spain. Dix is shipped there by his father, a wealthy mine owner, to keep him away from beautiful girls—his one weakness.

But it proves a bad move, for Dix meets and falls in love with Miss Howard, in the role of Yvonne. The father, however, is won over in the end.

William Powell is a villainous captain of the guards in the production. He also has eyes for Yvonne and decides, by fair means or foul, Gaylord must be put out of the way. Dix hands him a couple of artistic trimmings during the course of the picture until Powell decides it is best to let the young American be.

Frank Currier, Joe Burke, Paul Panzer, Albert Tavernier and others appear in support.

Paul Sloane directed the production, which was written for the screen by Gerald Duffy.

"Too Many Kisses" Coming

Richard Dix's latest starring picture for Paramount, "Too Many Kisses," adapted from John Monk Saunders' Cosmopolitan Magazine story, "A Maker of Gestures," comes to the.....Theatre on.....next for a.....days' run.

The story is laid in the Basque country in the Pyrenees between France and Spain and deals with a young American, sent abroad by his father to make him pay more attention to his mining business and less to fair ladies.

There's not a doubt but "Too Many Kisses" offers Dix his newest screen role to date.

Frances Howard, seen in "The Swan," is featured at the head of the strong supporting cast, which includes William Powell, Frank Currier and a number of others. Gerald Duffy wrote the screen play.

Paul Sloane, who made Dix's second starring picture, "A Man Must Live," directed this one also.

whether he could make the knife stick or not.

"I just shut my eyes, dreamed I was a kid again and let the knife fly," he explained, "and it worked. I guess it was instinct."

Frances Howard is featured at the head of the supporting cast in "Too Many Kisses," which will be shown next.....at the.....Theatre. William Powell, Paul Panzer and others also have important roles.

A Tough Life!

Next to detailing reminiscences, there is nothing that the motion picture extra likes better than sleeping, according to studio observers. While awaiting the director's call to appear before the camera, the "atmosphere" usually can be found on the side lines of the sets, sprawled in comfortable positions, with eyes closed "to rest them from the lights"....dozing.

In Richard Dix's newest Paramount picture, "Too Many Kisses," two hundred extras had the time of their lives sleeping right on the set, with the Kliegs, spotlights and cameras focussed on them, under orders from Director Paul Sloane. While everything and everybody in back of the cameras was in a state of feverish activity, all of the players before the lens were asleep, or feigning slumber. The season for this reversal of form is that the story is laid in a Basque village in the Pyrenees mountains, where the inhabitants indulge daily in a mid-day siesta.

Richard Dix, who plays a peppy young American, rides into the village during such a rest period and finds every human being in the market-place and the tavern asleep at.....they had been engaged in

when the siesta bell tolled. Many humorous incidents develop from the star's lively activities in this peaceful village, while for a week the extra players at the Paramount Long Island studio caught up on sleep at the expense of the production.

"Too Many Kisses" comes to the.....Theatre for a.....days' run on.....next.

out of the way as soon as possible and with as little trouble as possible. Julio claims Yvonne as his "woman" and Bob retaliates with "may the best man win."

Julio stops at nothing, even has Gaylord kidnaped and carried a captive to the mountains, while he goes about his love-making with Yvonne, who despises him. Dix escapes, appears on the scene, wipes the streets with Julio and carries the girl off in triumph.

Here's a real story for Dix and he's said to fairly revel in it.

Frances Howard, who first appeared on the screen in "The Swan," is featured in support of the star. William Powell plays the unfortunate Julio and Frank Currier, Joe Burke, Albert Tavernier, Arthur Ludwig, Paul Panzer and Alyce Mills play in support—not to forget "Harpo" Marx, of stage fame, who has the role of the village half-wit. Paul Sloane directed the production.

Closes Today

"Too Many Kisses," Richard Dix's new Paramount picture which opened.....at the.....Theatre, will close its run there today.

The story is an adaptation of John Monk Saunders' Cosmopolitan Magazine serial, "A Maker of Gestures," and features Frances Howard in support of the star.

Paul Sloane directed the picture.

"Too Many Kisses," Richard Dix's newest production for Paramount, which is the feature all this week at the.....Theatre, is a story of a young American who goes to Spain to forget about women and there falls in love with the "only girl in the world."

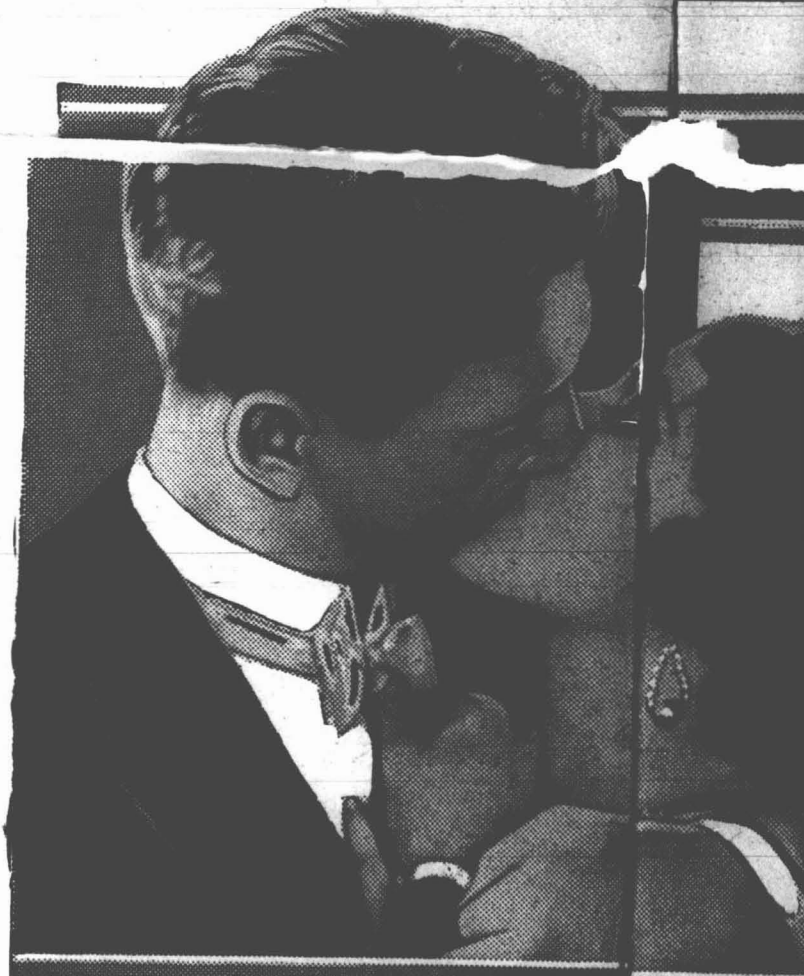
Frances Howard is featured in the leading woman's role in the production, directed by Paul Sloane from "A Maker of Gestures," by John Saunders. Gerald Duffy prepared the scenario from this Cosmopolitan Magazine tale.

In "Too Many Kisses" Dix is cast as a ne'er-do-well son of a wealthy mine owner who is at his wits end to know what to do with him. As Robert Gaylord, there is scarcely a day passes but that Dix has to go to his father for a little check to settle some breach-of-promise suit.

A little change might do them both good, thinks Gaylord, Sr. So off goes Bob to the Basque country to look up a certain valuable metal of which little is known, with his father's promise that if he attends strictly to business and leaves the women alone he will be taken into the firm.

But it seems the girls in this little town way up in the Pyrenees are more beautiful than he has seen anywhere—one in particular, Yvonne.

Naturally, Bob falls for her hook, line and sinker, forgets all about turpitude, fights off a band of cut-throats and convinces his father that now that women in general have no



Richard Dix and Frances Howard in the Paramount Picture
Three-column Production on Mat 3P

YOU CAN'T MATCH PARAMOUNT PICTURES

—but—

PARAMOUNT MATCHES PULL PROFITS

National advertisers and retail stores everywhere have found book matches an excellent advertising medium. The smoker has been educated to receive his matches free when purchasing tobacco products. Possibly you have imagined that the dealer hands them out so promiscuously because he pays nothing for them. Wrong. He does pay for them but usually very little as the principal cost is borne by the firm whose advertising the cover carries.

If mercantile concerns find match advertising so efficient, why not theatres? Remember that you are not only handing a man something useful and necessary, but a packet that he carries around with him anywhere from 2 days to a week, and sees your message every time he "lights up."

If you were to order a quantity of matches bearing your individual advertisement, the cost would be prohibitive. Through the efforts however of Paramount's Division of Exploitation, there is now available a stock cover design for theatres playing Paramount Pictures at a most reasonable cost.

The color scheme is orange, black and white—a most effective combination. You may have the name of your theatre and city—or any wording to your liking, providing it does not consume over two lines, printed on them.

All orders should be sent direct to the Lion Match Company, Fisk Building, Broadway at 57th Street, New York City. The prices are as follows:—

2,500 Books (Minimum allowable)	\$11.00
5,000 Books	20.00
10,000 Books	35.00

From thereon, figure at \$3.50 per thousand, all shipments F. O. B. New York. Orders will be shipped two weeks after receipt and cash must accompany order. All matches to be sent by express or freight as desired—no parcel post.

There are innumerable ways of course to distribute matches and you can bring down the cost by selling them to cigar stands at the price they are accustomed to paying. Isn't this a fine medium at the low cost of 1/8 of a cent? And isn't it a great tie-up with Paramount's national advertising?

in contact with the beautiful girl he has ever seen. Running true to form, Bob falls in love with her. Complications arise. Julio, a fiery Basque and captain of the guards of the town, considers Yvonne (Frances Howard) his own personal property and he tells Gaylord sb. Bob all but laughs in his face and tells the wily fellow, if not in so many words, that he is going to marry the girl and that ought to close the matter. But Julio isn't to be side-tracked. It's not his custom to give up his "woman" so easily—without a little killing on the way. He has Bob kidnapped and carries a prisoner into the mountains while he goes about courting Yvonne.

The rest of the picture is taken up with how Bob escapes, arrives on the scene just as Julio is about to carry Yvonne off, beats him up and takes the girl himself. Here's a picture that has everything—romance, drama, comedy, thrills. It's the greatest Dix picture ever.

Miss Howard, recently seen in the title role of "The Swan," in which part she made her debut in motion pictures, is featured as the Spanish beauty, Yvonne in this production. William Powell is the scheming Julio. Others include Joe Burke, Frank Currier, Paul Panzer and Alysce Mills.

(Review No. 1)

"Too Many Kisses," Richard Dix's newest production for Paramount, which is the feature all this week at the Theatre, is a story of a young American who goes to Spain to forget about women and there falls in love with the "only girl in the world."

Frances Howard is featured in the leading woman's role in the production, directed by Paul Sloane from "A Maker of Gestures," by John Saunders. Gerald Duffy prepared the scenario from this Cosmopolitan Magazine tale.

In "Too Many Kisses" Dix is cast as a ne'er-do-well son of a wealthy mine owner who is at his wits end to know what to do with him. As Robert Gaylord, there is scarcely a day passes but that Dix has to go to his father for a little check to settle some breach-of-promise suit.

A little change might do them both good, thinks Gaylord, Sr. So off goes Bob to the Basque country to look up a certain valuable meal of which little is known, with his father's promise that if he attends strictly to business and leaves the women alone he will be taken into the firm.

But it seems the girls in this little town way up in the Pyrenees are more beautiful than he has seen anywhere—one in particular, Yvonne.

Naturally, Bob falls for her hook, line and sinker, forgets all about turidium, fights off a band of cut-throats and convinces his father that now that women in general have no

"Too Many Kisses" Big Dix Laugh Production

Better than "Manhattan!" That's what Paramount claims for Richard Dix's new starring picture, "Too Many Kisses," which will be the feature at the Theatre next.

There were a lot of laughs in "Manhattan," but there are more in "Too Many Kisses."

There were good fights in the former, but they don't come up to the battle Dix and William Powell put up in this latest picture.

The picture has a most colorful background—a little Spanish town in the Pyrenees where Dix goes to search for turidium, a valuable mineral of which little is known.

He meets and falls in love with the beautiful Yvonne, a part played by Frances Howard, and forgets all about what it was his father sent him abroad for.

William Powell has the role of Julio in the picture. He also is in love with Yvonne and Dix has to beat him up, along with a couple of his knife-throwing henchmen, before he is convinced that it is bad business to interfere where the American's heart is engaged.

Paul Sloane, who made Dix's second starring picture, "A Man

Must Live," directed the production, which was adapted for the screen by Gerald Duffy from John Monk Saunders' story, "A Maker of Gestures," which ran in Cosmopolitan Magazine.

Frank Currier, Joe Burke, Paul Panzer and others appear in the strong supporting cast.

Richard Dix Due

Richard Dix in his new Paramount picture, "Too Many Kisses," will head the bill at the Theatre next week.

Paul Sloane, a newcomer in the ranks of directors, directed the production. The story is an adaptation by Gerald Duffy of "A Maker of Gestures" from the Cosmopolitan Magazine story tale by John Monk Saunders.

Frances Howard, who played the title role in "The Swan," is featured in the leading feminine part opposite Dix. In this new picture she is a fiery Latin with all the verve and temperament of the young girls who live in the picturesque Basque country in the Pyrenees where the story takes place—a part entirely unlike her proud and haughty princess role in "The Swan."

place in his mind he might be able to pay a little more attention to work.

Besides Miss Howard, the cast of the production includes William Powell, a hot-blooded young Basque rival for the girl's hand.

ProgramParagraphs

"Too Many Kisses"

Is there such a thing.

"No," says the flapper.

"Yes," say the level heads.

Anyway, it's Richard Dix's newest Paramount starring picture coming to this theatre on.....

One of Paramount's Second Famous Forty.

Faster and funnier than "Manhattan!"

You can't see "Too Many Kisses" too many times.

He went to Spain to keep away from women and there—fell in love with the most beautiful woman ever.

Paramount's newest star in a new kind of picture.

A boy—a girl—"Too Many Kisses" and what? It's Richard Dix's newest for Paramount, coming to the Theatre next.

"Too Many Kisses," a new Paramount picture, starring Richard Dix, boasts of a number of knife-throwers who did their stuff before the motion picture camera at Paramount's Long Island studio.

Frank A. Robbins and Bert Gudgeon, veterans of a knife-throwing act with the Robbins circus did some plain and fancy work with heavy steel blades that set everyone's hair on end.

"Too Many Kisses," starring Richard Dix, was directed by Paul Sloane. It opens.....here. Frances Howard is featured in the cast.

"Too Many Kisses" Film Laid in Spanish Setting

The little Basque village of Touraine in the Pyrenees is the scene of Richard Dix's new Paramount picture, "Too Many Kisses," opening.....at the Theatre.

The story, which opens in a mining office in New York City, was directed for the screen by Paul Sloane from an adaptation of John Monk Saunders' Cosmopolitan Magazine serial, "A Maker of Gestures." It brings Dix to the screen in the role of a happy-go-lucky, romantic, fighting young American. His one weakness is beautiful girls and his father packs him off to Europe to a town away back in the mountains where no one would ever believe it likely that he would meet and fall in love with the most beautiful girl he'd ever set eyes on.

How Dix has to reckon with a jealous and fiery Basque captain of the guards before he can claim Yvonne as his own, makes "Too Many Kisses" one of the fastest-moving pictures you've seen in months.

Frances Howard plays Yvonne and William Powell is cast as the villainous captain Julio.

ing the paramour (betrayed) with Frances Howard. The event is an occasion for much colorful romance and rapid-fire action.

Other high spots in the picture include the scene of Dix's room where he takes all of Powell's insults because he has promised Yvonne (Miss Howard) not to fight. Then the girl releases him from his promise and a real battle follows. The episode in the bandits' cabin in the mountains where Dix is carried a prisoner is another thrilling sequence.

And there's a real smash climax when the star escapes and arrives at the scene of the masquerade just in time to encounter Powell making off with the girl. Here's a scene with a punch for your life—take it any way you like.

Powell has the role of Julio, captain of the guards, in "Too Many Kisses." Others in the cast of the picture are Frank Currier, "Harpo" Marx, Joe Burke and Paul Panzer.

Paul Sloane directed the production which was adapted for the screen by Gerald Duffy.

Knife-Throwing Features Dix's "Too Many Kisses"

After professional skill had failed him, sheer beginners' luck came to the aid of Paul Sloane during the filming of the Paramount picture, "Too Many Kisses", starring Richard Dix.

William Powell, who plays a villain role in the production, to intimidate Dix and warn him against making love to "his woman", Yvonne, played by Frances Howard, featured in support of the star, gives an exhibition of adroitness in knife-hurling, the national sport of the young bloods of the Basque country, where the story is laid.

Powell's screen training does not include efficiency in this sport, so a veteran circus knife-thrower was engaged to do his stuff from a position behind Powell. Unaccustomed to long-distance throwing, the expert made a dozen or more fruitless attempts to hit the mark, a paper heart stuck up against a wall.

Powell thought he'd try a couple of casual shots himself. And you can imagine the consternation of the actor when the blade struck "home." Cameras happened to be turning at the time and the film registered a bit of accidental "business" that hours of practice might not have secured.

Added item: Powell is left-handed. "Too Many Kisses," was adapted for the screen by Gerald Duffy from the Cosmopolitan story, "A Maker of Gestures," by John Monk Saunders.

New Dix Picture Here

"Too Many Kisses," a Paramount picture starring Richard Dix, opens today at the Theatre.

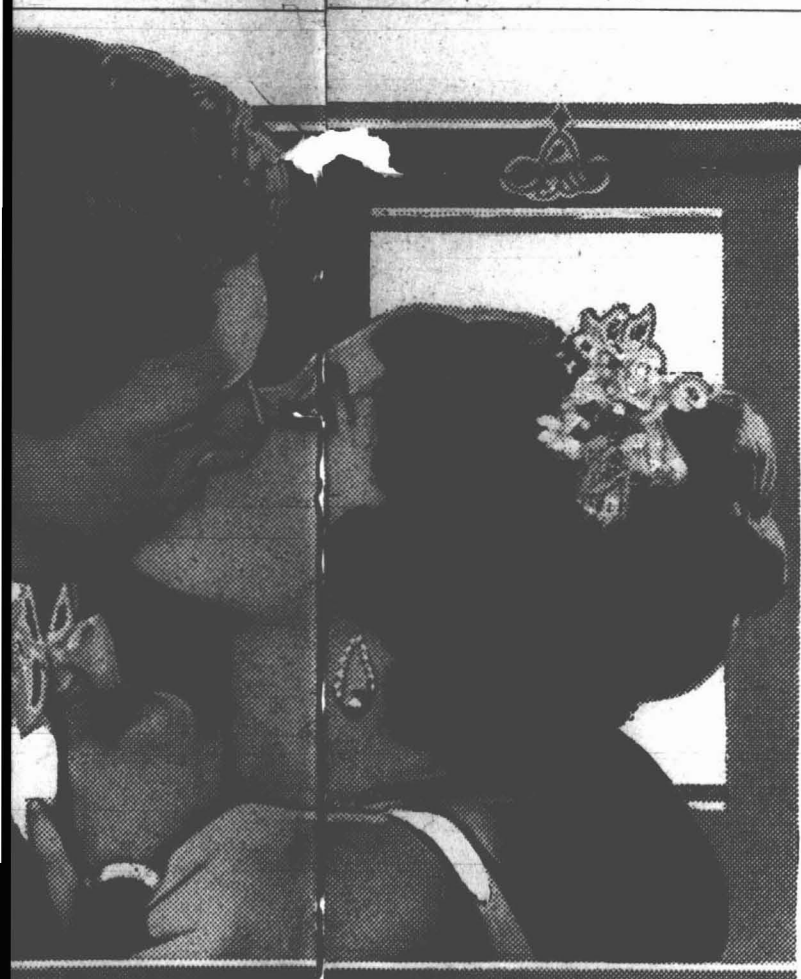
Paul Sloane directed the production, which features Frances Howard in support of the star. The story is an adaptation of "A Maker of Gestures," by John Monk Saunders and tells of the adventures of a gay young American who is sent to the Basque country in the Pyrenees to keep him away from women and out of lawsuits that are causing his father no end of worry.

In running away from women in general, he runs right into the most beautiful girl he has ever seen.

PARAMOUNT EXPLOITEERS

HERE are the trained showmen assigned each Paramount exchange exclusively for the purpose of helping you put your pictures over. Get in touch with your exploiteer:

BIRCH, AL G.	1625 Court Place	Denver, Colo.
CALLAHAN, JOHN	134 Meadow St.	New Haven, Conn.
GEYER, ERNEST	Pioneer & Broadway	Cincinnati, O.
DUNHAM, CURTIS	302 Jefferson St.	Dallas, Tex.
		(and San Antonio, Tex.)
EAGLES, HARRY C.	2017 Third Ave.	Seattle, Wash.
		(and Portland, Ore.)
ESHENFELDER, GEO.	110 North Lee St.	Jacksonville, Fla.
		(and Charlotte, N. C.)
GAMBRILL, GEO.	3721 Washington Blvd.	St. Louis, Mo.
GAVIN, THOMAS	110 West 18th St.	Kansas City, Mo.
GEYER, ERNEST	51 1/2 Luckie St.	Atlanta, Ga.
HAAS, G. A.	444 Glisan Ave.	Portland, Ore.
HELLMAN, JACK	1100 First Avenue N.	Minneapolis, Minn.
KANTNER, OSCAR	201 Golden Gate Ave.	San Francisco, Cal.
MC CONVILLE, JOHN	8 Shawmut St.	Boston, Mass.
		(and Portland, Me.)
MENDELSSOHN, WM.	1563 East 21st St.	Cleveland, O.
MOON, RUSSELL E.	1327 S. Wabash Ave.	Chicago, Ill.
RENAUD, KENNETH	2949 Cass Ave.	Detroit, Mich.
		(and Salt Lake City, Utah)
ROBSON, WM.	1018 Forbes St.	Pittsburgh, Pa.
SHEILD, CORBIN	331 West 44th St.	New York, N. Y.
		(and Albany, N. Y.)
SWIFT, HARRY	924 S. Olive St.	Los Angeles, Cal.
TAYLOR, WM. A.	514 W. Grand Ave.	Oklahoma City, Okla.
THOMAJAN, F. K.	118 S. Monroe St.	Peoria, Ill.
WAGNER, CHAS. E.	251 N. 5th St.	Columbus, Ohio.
WALL, EDWARD J.	1101 N. Capitol Ave.	Washington, D. C.
WATERSTREET, IRVIN A.	38 So. Capitol Ave.	Indianapolis, Ind.
WHELAN, LESLIE F.	1219 Vine St.	Philadelphia, Pa.
WREST, JAMES M.	1610 Davenport St.	Omaha, Nebr.
		(and Des Moines, Iowa)
WILLIAMS, GEORGE E.	254 Franklin St.	Buffalo, N. Y.
ZELTNER, IRWIN	62 N. State St.	Wilkes Barre, Pa.

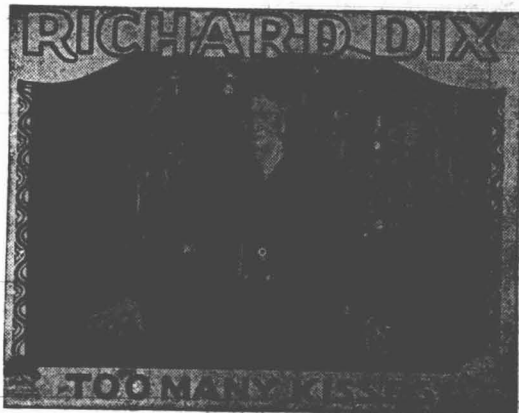
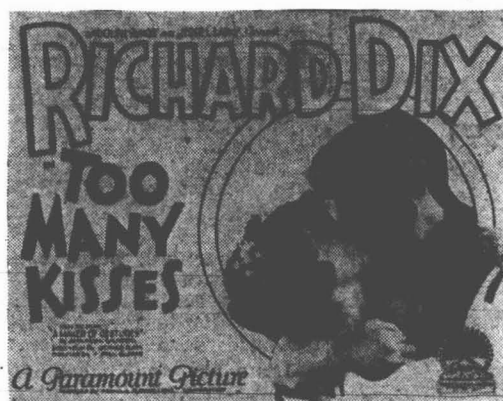


Frances Howard in the Paramount Picture "Too Many Kisses"



Richard Dix in "Too Many Kisses" PARAMOUNT PAPER THAT PA

"If It's Worth Running, It's Worth A



SET OF EIGHT COLORED LOBBY CARDS

It's Colored INSERT CARD

Insert cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising POSTERS	
One Sheet (1A and 1B).....	.15
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40

PHOTOS FOR YOUR LOBBY	
22 x 28 (Colored).....	.40
11 x 14 Set of Eight (Colored).....	.60

For Newspaper Ads	
ADVERTISING CUTS	
One Column.....	.35
Two Column.....	.65
Supplementary (Two Column).....	.35

MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.45
Two Column.....	.10

Supplementary (Two Column) (Adv. Only)...	.10
Three Column.....	.15
Four Column (Adv. Only).....	.25

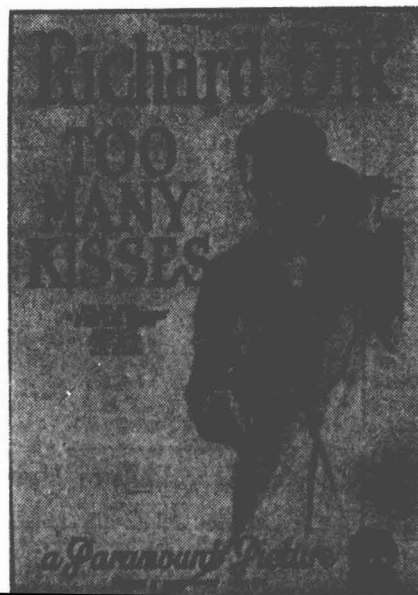
FOR GENERAL EXPLOITATION

GILT-EDGED FRAMES, (Size 17 x 43 in.)...	1.50
Insert Cards (14 x 36 in. to fit above).....	.35
22 x 28 Gilt Frames.....	1.50
Heralds, per thousand.....	3.00
Cross Word Puzzle Books, Each.....	.65
Window Card.....	.07

Announcement Slide.....	.15
Publicity Photos, Each.....	.10

Trailers—National Screen Service
126 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.
917 So. Olive Street, Los Angeles, Cal.

Press Books and Music Cues are gratis.



Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



Dix in "Too Many Kisses" ER THAT PACKS THE PUNCH

With Running, It's Worth Advertising"



It's Colored INSERT CARD

Insert cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap!



CLASSY LOBBY DISPLAY—EACH 11" x 14"

Trailer Service

National Screen Service, Inc., issues an excellent Service Trailer on "Too Many Kisses."

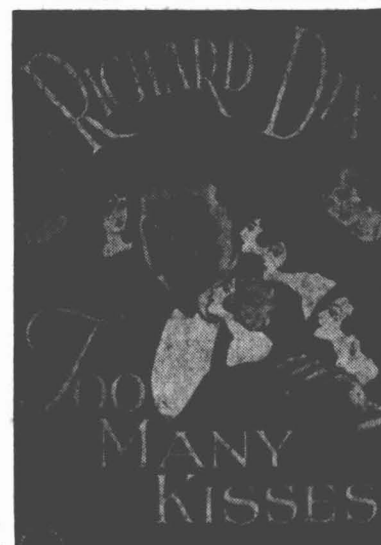
It consists of 75 feet of film, including several good selling titles and a half dozen carefully selected punch scenes from the picture. It sells for \$5 during the first four months after release date, with refund of \$1.50, if returned within two weeks of booking. After four months, cost is \$2.50, with \$1 refund if returned in two weeks. It thus costs you \$3.50 or \$1.50 net, depending on when you play the picture.

You can get a regular monthly Trailer Service, including trailers on the productions of Paramount and all other companies, special animated openings and closings with your theatre name on them, and many other trailer accessories, for a nominal sum.

Write to your nearest National Screen Service office. See Price List on this page.

Window Card

Put the picture over the top by putting posters over the town. Here are real business-getters!





SET OF EIGHT COLORED LOBBY CARDS

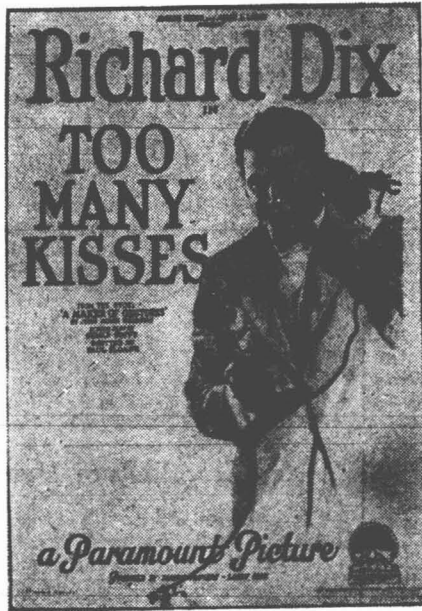
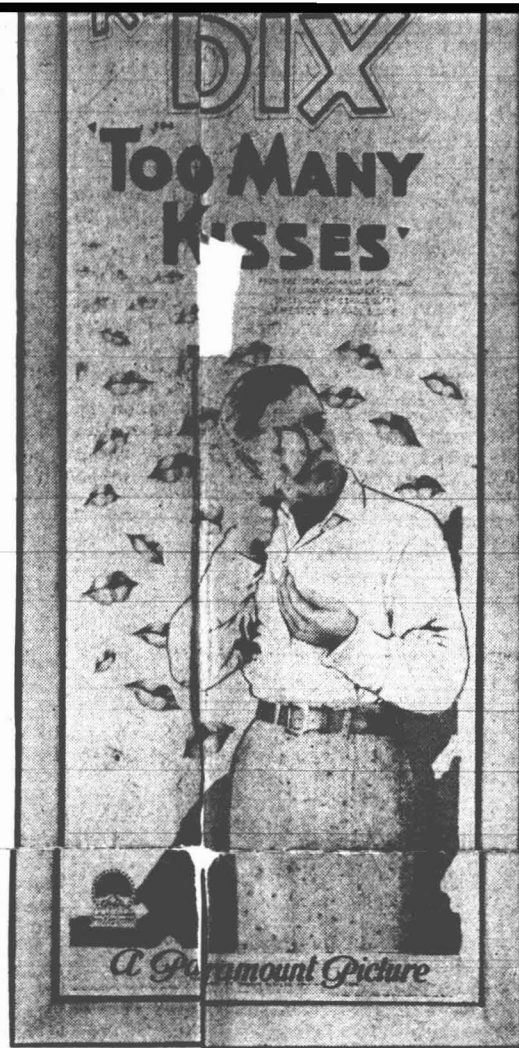
Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

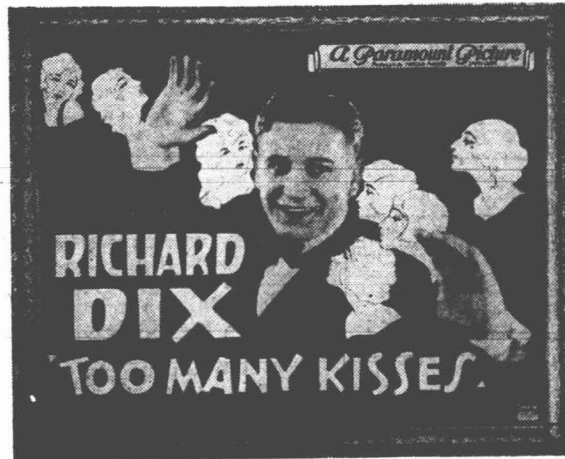
For Outdoor Advertising POSTERS		Supplementary (Two Column) (Adv. Only)...	
One Sheet (1A and 1B).....	\$.15	Three Column15
Three Sheet (3A and 3B).....	.45	Four Column (Adv. Only).....	.25
Six Sheet (6A).....	.75	FOR GENERAL EXPLOITATION	
Twenty-four Sheet (24A).....	2.40	GILT-EDGED FRAMES, (Size 17 x 43 in.)...	1.50
PHOTOS FOR YOUR LOBBY		Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 (Colored)40	22 x 28 Gilt Frames	1.50
11 x 14 Set of Eight (Colored).....	.60	Heralds, per thousand	3.00
For Newspaper Ads ADVERTISING CUTS		Cross Word Puzzle Books, Each.....	.08
One Column35	Window Card07
Two Column65	Announcement Slide15
Supplementary (Two Column).....	.25	Publicity Photos, Each.....	.10
MATS, ADVERTISING, PRODUCTION, ETC.		Trailers—National Screen Service	
One Column	\$.95	126 W. 46th St., New York City	
Two Column10	845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive Street, Los Angeles, Cal.	

Press Books and Music Cues are gratis.

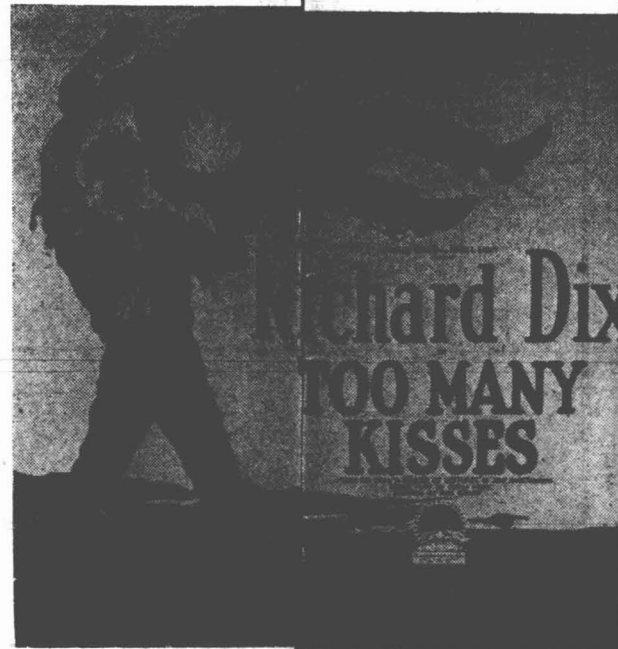


One Sheet Poster 1A

Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



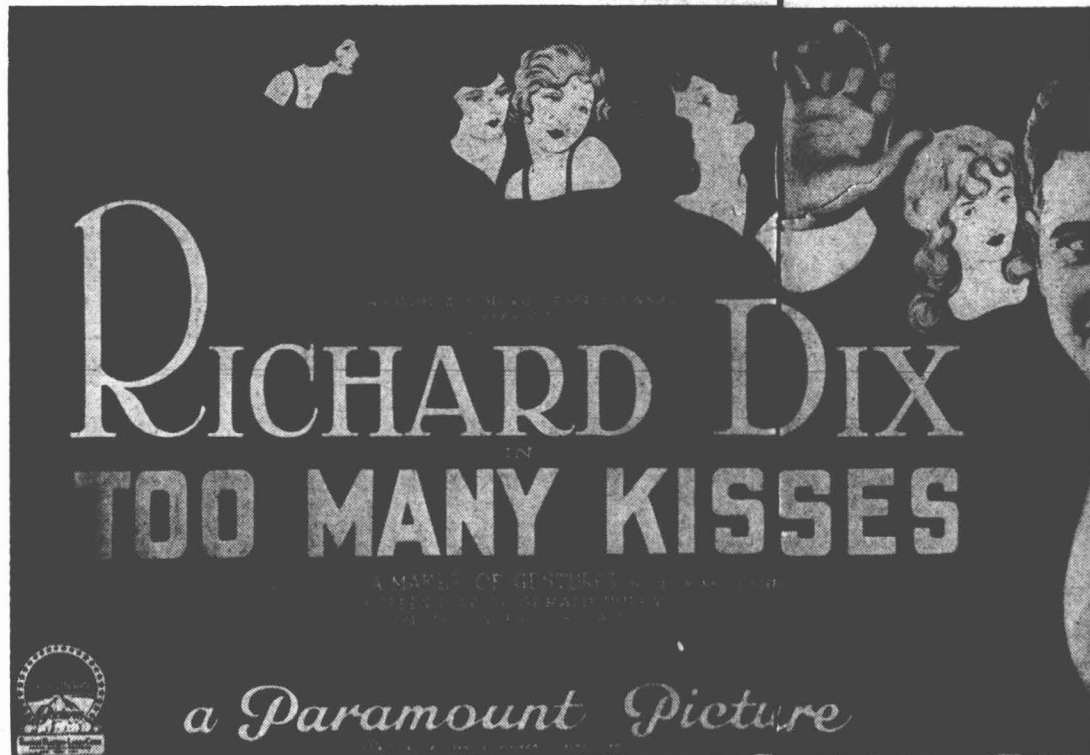
Colored Lobby Card (22" x 28")



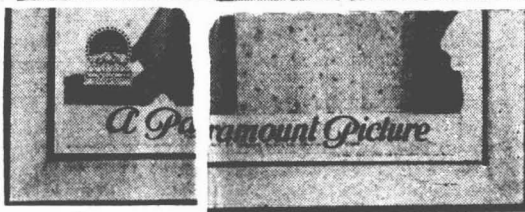
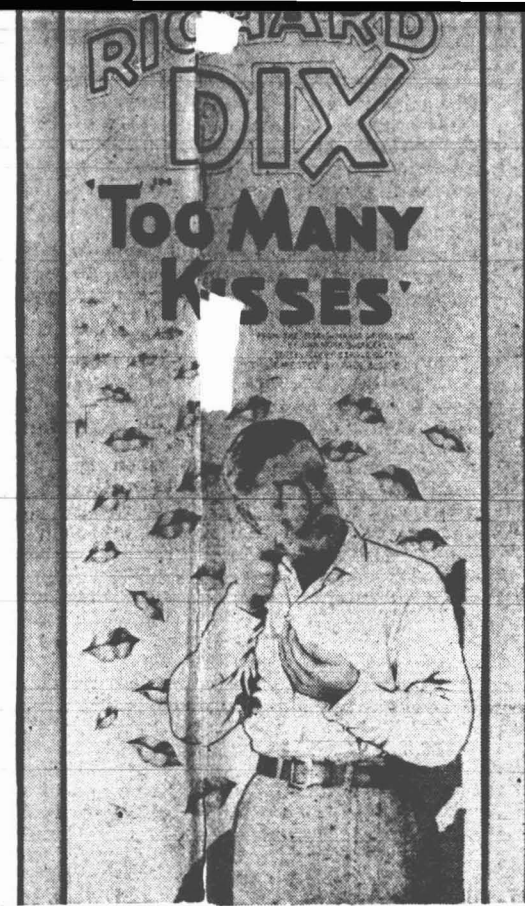
Six Sheet Poster 6A



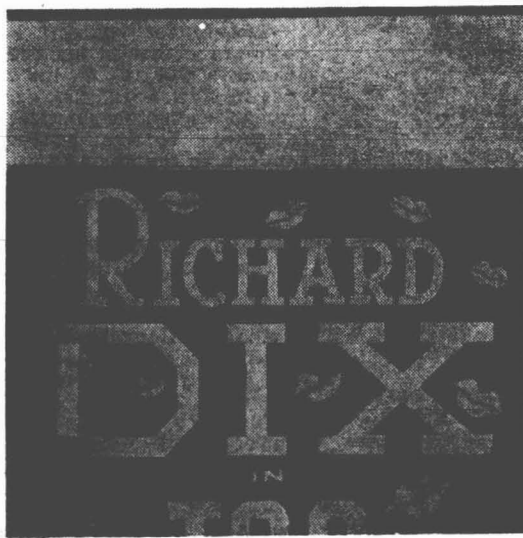
Three Sheet Poster 3A



Twenty-four Sheet Poster 24A

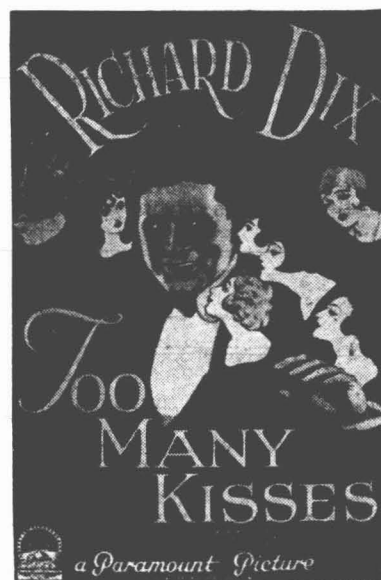


CLASSY LOBBY DISPLAY—EACH 11" x 14"



Window Card

Put the picture over the top by putting posters over the town. Here are real business-getters!



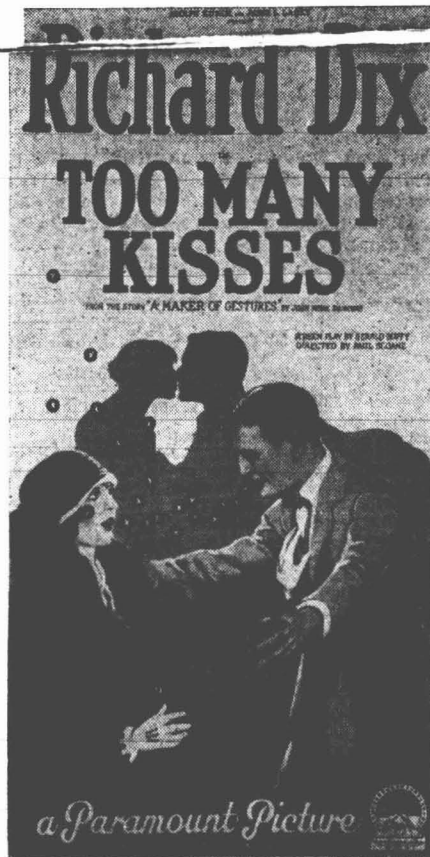
One Sheet Poster 1B

Six Sheet Poster 6A

Announcement Card



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B

Trailer Service

National Screen Service, Inc., issues an excellent Service Trailer on "Too Many Kisses."

It consists of 75 feet of film, including several good selling titles and a half dozen carefully selected punch scenes from the picture. It sells for \$5 during the first four months after release date, with refund of \$1.50, if returned within two weeks of booking. After four months, cost is \$2.50, with \$1 refund if returned in two weeks. It thus costs you \$3.50 or \$1.50 net, depending on when you play the picture.

You can get a regular monthly Trailer Service, including trailers on the productions of Paramount and all other companies, special animated openings and closings with your theatre name on them, and many other trailer accessories, for a nominal sum.

Write to your nearest National Screen Service office. See Price List on this page.

This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center
The Library of Congress